



**Manor Grove's
4th Annual "Soup's On"
Sunday, February 20, 2011**

**Corporate Sponsorships and
Levels of Contributions**

Established in 1907, Manor Grove, a **not-for-profit** long-term care residence in Kirkwood, will hold its 4th Annual "**Soup's On**" cook-off for the general public. We would like to include **your company as an official sponsor. In return, Manor Grove will include your company's name in marketing and advertising activities.**

Opportunity:

"**Soup's On**" engages everyone in the community: the media, business owners, customers, high profile judges' panel, and dozens of restaurants. This is a once-a-year opportunity for companies and businesses to participate in a huge community event held at the **Kirkwood Community Center on Sunday, February 20th from 11 a.m. to 3 p.m.**

Event History:

More than 500 people attended the first Soup's On event in 2008 and nearly 1,000 people came to the 2nd event in 2009. And... in 2010 we exceeded over 1,000 people! In 2011, we anticipate an even greater turn out at "**Soup's On**".

About the Event:

"**Soup's On**" will be held on **Sunday, February 20, 2011 from 11 a.m. – 3 p.m. at the Kirkwood Community Center.** Local **restaurants** will be invited to make their best soup and enter the "**Soup's On**" competition. Our **official tasters** are the general public and **special judges** including media personalities and prominent business professionals.



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Sponsorships Needed:

But, **we need your support** for another exceptional turn out – a turn out that provides a **good community connection for our sponsors** as well as Manor Grove. Through this event, Manor Grove hopes **to raise funds** that will help **continue the tradition** of providing quality care for our elderly for another 100 years, including...

maintaining our beautiful home inside and out
meeting operational needs, and
adding new equipment as times change.

Outlined below is a list of various levels of sponsorship for you to choose from. This is a perfect time to show your support of a Kirkwood landmark that has served our elderly population with grace and dignity for over 100 years. A 100-year milestone is even more incredible just knowing that **Manor Grove, a not-for-profit** home, survived the years through the support of individuals and generous contributions.

Levels of Sponsorship:

Depending on your company's level of sponsorship, your company's logo and name will be included in Manor Grove's promotional/marketing materials, Manor Grove's website and newsletter mailed to more than 2,000 recipients.

Sponsors' Title and Level of Contribution Amount

Souper Bowl Sponsor \$5,000+

Gold Ladle Sponsor \$2,500-\$4,999

Silver Spoon Sponsor \$500 - \$2,499

Souper Friends – Vendor Contributions and Individual Donors



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Marketing and Promotional Benefits for Sponsors

Souper Bowl Sponsor \$5,000+

Primary Sponsorship position of name & logo in all Soup's On Print ads appearing in

-Webster/Kirkwood/South County Times,
-St. Louis Review, Ladue News

- Logo on "Soup's On" TV spot in conjunction with Manor Grove placed on network and cable TV programs
- Name and logo on posters/banners/serving tray liners
- "Soup table" flagged "Souper Sponsor" and reserved for 8 guests
- Company name published in Manor Grove "Home Journal"
- Name in all marketing materials (direct mail to restaurants and general public), print ads, radio & TV spots, and press releases
- Post press release and photo opportunity with Manor Grove, restaurants and judges
- Company name and logo on Manor Grove web site & "Home Journal" newsletter distributed to 2,000+ families



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Gold Ladle Sponsor \$2,500 - \$4,999

- Name and Logo prominently placed in print ads
 - Webster/Kirkwood/South County Times,
 - St. Louis Review
- Name recognition within press releases to media
- Company name on tray liners distributed to all event attendees
- Name in marketing materials (direct mail to restaurants and general public), print ads and press releases
- Post press release and photo opportunity with Manor Grove, restaurants and judges
- Company name and logo on Manor Grove web site & "Home Journal" newsletter distributed to 2,000+ families
- Five tickets to "Soup's On", company name mentioned throughout the event, table card with your company's name



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Silver Spoon Sponsor \$500 - \$2,499

- Name and logo in print ads
- Name recognition within press release
- Four tickets to "Soup's On", table card with your company's name
- Name in marketing materials (direct mail to restaurants and general public), print ads, press releases and serving tray liners
- Post press release and photo opportunity with Manor Grove, restaurants and judges
- Company name and logo on Manor Grove web site & "Home Journal" newsletter distributed to 2,000+ families



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Table Sponsor \$250

- Name and logo in print ads
- Name recognition within press release
- Three tickets to "Soup's On", table card with your company's name
- Company name published in Manor Grove "Home Journal"
- Name in marketing materials (direct mail to restaurants and general public) press releases and serving tray liners
- Post press release and photo opportunity with Manor Grove, restaurants and judges
- Company name and logo on Manor Grove web site & newsletter distributed to 2,000+ families



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Souper Friends – Vendor Contributions and Individual Donors

- Name and logo in print ads, direct mail and serving tray liners
- Company name published in Manor Grove “Home Journal”

**Souper Friends – Vendor Contributions and Individual Donors
PRICELESS!**

The deadline for corporate sponsors is January 17, 2011.

Closure:

Your sponsorship of the **Manor Grove “Soup’s On”** event on Sunday, February 20, 2010 is **fundamental to our residence carrying out its mission** for the benefit of each and every one of our elderly residents—those who currently reside with us and for our future residents.

Thank you! May we include your company as a “Soup’s On” official sponsor?



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