

Break the Cycle

Empowering Youth to End
Domestic Violence

May 1, 2011



It is a pleasure to specially invite you to celebrate 15 years of Break the Cycle as a sponsor of *Cooking for Love: Savor the Season 2011*. This annual gala features delectable creations from culinary masters and tasting experts committed to end abuse by cooking “from the heart.”

We are counting on your support. Cooking for Love will be held October 9th to commemorate National Domestic Violence Awareness Month and 15 years of our life-saving work with teens to end dating violence. With your sponsorship, you can build on our tradition of success and ensure youth in your community are getting the help they need to build healthy, safe relationships.

As one of LA’s most talked about and well-attended food events, Cooking for Love is designed to provide an ideal setting for you to mingle with foodies and philanthropists alike. Past sponsors have told us “it is the best event ever to schmooze clients – it’s a must!”

Sponsors will also benefit from extensive media and promotional efforts directed to supporters of Break the Cycle nationwide along with thousands of Southern California professionals. In the past, Cooking for Love was featured on KEarth 101, 94.7 The Wave, KTLA and KABC, as well as in Yelp, LA Weekly and 944.

Show us your heart is in the right place by taking these three easy steps:

- (1) Sponsor at a level that best meets your marketing and charitable goals.
- (2) Enjoy food made with love at a fun and festive charity benefit.
- (3) Help us break the cycle of domestic violence.

Enclosed is a sponsorship form with more information on how you can help. We are happy to provide individualized packages to ensure you receive maximum return on your sponsorship.

If you have any questions or wish to confirm your participation, please contact me at 310.424.2804 or info@cookingforlove.org. Please also visit cookingforlove.org to learn more.

We look forward to seeing you at Cooking for Love: Savor the Season 2011!

Cheers,

Marjorie Gilberg
Executive Director

*All contributions are tax deductible to the fullest extent of the law.
Break the Cycle is a 501(c)(3) organization. (Federal Tax ID 95-4582664)*



Sponsorship Packages 2011

All sponsors will be recognized on event invites, cookbook, signage, multimedia presentation during event and website. Plus, your guests receive the VIP experience, including early admission, access to the VIP Lounge with special tastings and a commemorative gift.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor **\$25,000**

As Presenting Sponsor, you will benefit from industry exclusivity as well as the following:

- Co-branding, corporate logo, listing and website link (where applicable) on event materials.
- Product placement, booth space and exclusive branding opportunities before and during event.
- Inside cover and prominent two-page, full-color spread in cookbook and 24 VIP tickets.
- **Your support will educate 1,000 teens about healthy relationships and assist 300 young victims of dating abuse through our crisis help services.**

Bon Vivant **\$15,000**

- Corporate logo, listing and website link (where applicable) on event materials
- Product placement opportunities, booth space and other branding opportunities at event.
- One full-page, full-color ad in cookbook and 20 VIP tickets.
- **Your support will educate 750 teens about healthy relationships and assist 250 young victims of dating abuse through our crisis help services.**

Epicure **\$10,000**

- Corporate logo, listing and website link (where applicable) on event materials.
- Product placement and booth space opportunities at event.
- Full-page, full-color ad in cookbook and 16 VIP tickets.
- **Your support will educate 500 teens about healthy relationships and assist 150 young victims of dating abuse through our crisis help services.**

Gourmet **\$5,600**

- Listing and website link (where applicable) on event materials.
- Product placement opportunities at event.
- Half-page, full-color ad in cookbook and 12 VIP tickets.
- **Your support will educate 300 teens about healthy relationships and assist 85 young victims of dating abuse through our crisis help services.**

Aficionado **\$3,600**

- Listing on event materials, signage, website and multimedia presentation during event.
- Product placement opportunities at event.
- Quarter-page, full color ad in cookbook and 8 VIP tickets.
- **Your support will educate 175 teens about healthy relationships and assist 60 young victims of dating abuse through our crisis help services.**

Sponsorship opportunities can be customized to best meet your marketing goals. Please contact Break the Cycle at 310.424.2804 or info@cookingforlove.org to discuss in more detail.



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EXCLUSIVE NAMING OPPORTUNITIES

AUTOMOTIVE SPONSOR

- Recognition in all event materials as host of complimentary parking.
- Opportunity to present vehicles from your fleet for display at event.
- Promote your brand and/or dealership through a chance drawing for a lease of one of your vehicles.
- Recognition as Epicure Sponsor with all benefits detailed above.

HOSPITALITY SPONSOR

- Recognition in all event materials as guest check-in host.
- Opportunity to distribute product to guests at check-in.
- Opportunity to brand entrance to the event.
- Recognition as Epicure Sponsor with all benefits detailed above.

PREMIUM LIQUOR SPONSOR

- Recognition in all event materials as official host of VIP Lounge.
- Exclusivity as the only premium liquor poured at the event.
- Opportunity to brand the VIP Lounge and pour your product for all VIP guests.
- Recognition as Epicure Sponsor with all benefits detailed above.



Sponsorship Response Form



Name of Sponsor (as it should appear in promotional materials) _____

SPONSORSHIP

- | | | | |
|-------------------------------------|----------|-------------------------------------|---------|
| <input type="checkbox"/> Presenting | \$20,000 | <input type="checkbox"/> Gourmet | \$5,600 |
| <input type="checkbox"/> Bon Vivant | \$15,000 | <input type="checkbox"/> Aficionado | \$3,600 |
| <input type="checkbox"/> Epicure | \$10,000 | <input type="checkbox"/> Other | TBD |

(Call 310.424.2805 to discuss customized sponsorship opportunities)

Sponsorship Subtotal \$ _____

OTHER DONATION

All donations directly benefit Break the Cycle's life-saving work with youth to end domestic violence.

Other Donation Subtotal \$ _____

TOTAL DONATION \$ _____

Contact Information:

Name _____
Company/Org _____
Address _____
City, State, Zip _____
Phone _____
Email _____
Website _____

Payment Information:

Enclosed is my contribution of \$ _____
 Check made payable to: **Break the Cycle**
 Credit Card: ___MC ___Visa ___Disc ___AmEx
Credit Card # _____
Expiration date ____ / ____
Signature _____

Return to: Break the Cycle • 5777 W. Century Blvd., Ste. 1150 • Los Angeles, CA 90045
info@cookingforlove.org

Contact 310.424.2804 or info@cookingforlove.org with questions.
Contributions are tax deductible as provided by law. Federal tax ID #95-4582664.



COOKING
for **LOVE**

SAVOR the SEASON 2011

INFO@COOKINGFORLOVE.ORG
WWW.COOKINGFORLOVE.ORG

The Buzz...



"...brought out the City's charitable food-lovers."



"...one of those worth-it events."



"...stands out with a collection of full-on food obsessives...VIP tickets sold out. Break the Cycle is a good cause."



BIZBASH

"One of the top ten food and wine events in Southern California"

"I would definitely keep this event in mind for next year!"

"A stellar event...food was the highlight—and the offerings here didn't disappoint."

L.A. and O.C. Foodventures



"A very fulfilling night... one of the more affordable food festivals..."

"Savor the Season is all the buzz these days. Come join everyone in this superb LA event for a great cause."

KAT'S 9 LIVES



Past Sponsors Include...

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LATHAM & WATKINS LLP

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Lifetime
NETWORKS

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GREENBERG GLUSKER

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Hogan
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MARY KAY®

HBO



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O'MELVENY & MYERS LLP



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KABC-TV - Los Angeles
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CitySearch.com
CozmoCard
Daily Breeze
Daily News
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Dig Lounge
DineLA.com
Eat: Los Angeles
Eater L.A.
Eating L.A.
eventful
events.org

Eve's Wine 101
Examiner.com
Experience LA
Eye Spy LA
Food GPS
FoodandWineAccess.com
Friendseat.com
Gayot.com
Gourmet Pigs
Juli B
Kat's 9 Lives
KCRW
LA and OC Foodventures
LA Blips
LA Confidential
LA Parent
LA Weekly
LA.com
Laist.com
Living Large
LocalWineEvents.com
Los Angeles City Beat
Los Angeles Times

Mariani's Virtual Gourmet
Metromix L.A.
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Pasadena Star-News
Saltsmith
Singular
social.com
Social Domain
StarChefs.com
Tasting Table
The Knife
The LA Report
underthegrid.com
Urban Daddy LA
Walking WeHo
Wine Inbiber
Westside Today
Whole Life Times
Yahoo Food
Yelp.com
ZAGAT



Past Chefs, Wineries and Food & Beverage Experts Include...

All'Angelo
Amano Artisan Chocolate
Andrew's Cheese Shop
Auntie Fruf's Aahsome Fudge
The Beer Chick
Beverly Hills Caviar
Bitter Sweet Treats
BoHo
Boneyard Bistro
Bonny Doon Vineyard
Brassfield Estate Winery
brix@1601
Buttonwood Farm
Café Del Rey
Café Pierre
Cakes Suzette
Catering By Field
Chateau Ste. Michelle
Chocolate Fortunes
CHOCOVIVO
The Cheese Impresario
Cookie Casa Bakery
Crustacean Beverly Hills
Dakota
Delicious Wishes of Beverly Hills
Divine Palate Catering
Domenico Ristorante
DRY Soda
El Cholo
Eli's Cheesecakes
ELIXIR G
Faerie's Finest
FIJI Water
Firefly Bistro
Four Vines Winery
Foxen Winery
Fred Segal Mauro Cafe
Geoffrey's Malibu
Girl Meets Grape
Global Cuisine by Gary Arabia
Grace
The GRILL
Hint Water
Il Grano
Ivan Kane's Café Wa s
Jar
Jer-ne Restaurant + Bar
JM Creative Designs

Josie
KRÖL Vodka
LIOCO Wine
Literati II
Lost Souls Café
LOU
Madame Chocolat
Marche
Metromint Water
Mode Tea Café
Napa Valley Grille
NINE THIRTY
O.N.E. Natural Experience
The Oinkster
Oyster Gourmet/Eco Spring
POM Wonderful
The Portofino Hotel & Yacht Club
Qupé Wine Cellars
Reservoir
RH Restaurant & Bar
Ruston Family Vineyard
Salt Creek Grille
Saltistry
Sevilla
Shannon Ridge Winery
Sierra Nevada Brewing Company
Simi Winery
Singha Beer
Sonora Café
Stefan's @ LA Farm
Summerland Winery
Susan Feniger's Street
Tanzore
Tasca Wine Bar
Tasty Clouds Cotton Candy Company
TEQUILA SEMENTAL The Next Generation
Tommy Bahama Rum
Tutti Gelati
UPSTAIRS 2
Van Gogh Vodka
VEEV Acai Spirit
Ventura Limoncello Originale
VINO DIRECT
VOSS Water
Water Grill
West Restaurant at Hotel Angeleno
Wok Star by Katie Chin



Empowering Youth to End
Domestic Violence

5777 W. CENTURY BLVD., SUITE 1150
LOS ANGELES, CA 90045

P.O. BOX 21034
WASHINGTON, DC 20009

www.breakthecycle.org
www.thesafespace.org

About Break the Cycle



Confronting a Silent Epidemic

One in three teens will experience abuse in a dating relationship and more than two-thirds of them will never report it to anyone.

Young women, ages 16-24, are the most likely to be victims of relationship violence, experiencing abuse at rates three times the national average.

Teens who experience abuse in relationships act out, exhibiting higher rates of drug abuse, school drop-out, high-risk sexual behavior, acts of violence and suicide.

Bringing Hope

At Break the Cycle, we believe **everybody has the right to safe and healthy relationships**—regardless of where they live, who they are or what they believe. That is why we work everyday towards our mission to **engage, educate and empower** youth to build lives and communities free from domestic violence.

As leaders across the United States attest, Break the Cycle is an integral part in leading the movement against dating violence. We partner with Hazelden Publishing to offer the most comprehensive, best practice model for addressing abuse on campus – **Respect WORKS!** With the National Dating Abuse Helpline, we create the ultimate healthy relationship resource for teens and young adults at loveisrespect.org. We also work directly with youth, providing free legal services, violence-prevention education and activism opportunities.

To date, Break the Cycle has reached more than **one million youth nationwide**.

You Can Help Us Save Lives

Safety for teens depends on awareness and advocacy from each one of us. We must educate ourselves and our children to stop the cycle of violence before it starts.

The impact of our work is enormous and we are reaching more young people each and every day. But we need your help to continue to grow. Please join us in the movement to end domestic violence.



To learn more visit breakthecycle.org, loveisrespect.org or respect-works.com.