

Sickles Market
is proud to present
**The 5th Annual
Wine & Cheese Classic**
to benefit Holiday Express

Enjoy wine and cheese tastings
and Gourmet foods

*2008 Crystal Apple Award
Honorees
Barbara & Mark Murphy*

SICKLES MARKET

Wine & Cheese
CLASSIC 2008

TO BENEFIT HOLIDAY EXPRESS

SUN, OCTOBER 5 • 5-10PM

HOSTED AT THE HOME OF PAST HONOREE
BRIAN & DENISE PASCH

\$100/TICKET • RSVP 732-544-8010

Sponsors Include
Sickles Market, Pasch Consulting, Old Homestead Restaurant

Sickles Wine & Cheese Classic - A Benefit for Holiday Express

Location: Home of Brian & Denise Pasch in Little Silver, NJ

Date: Sunday October 5, 2008

Time: 5:00 – 10:00 PM

Format: Large tented event for 250 people in a casual atmosphere showcasing high quality wines and foods. Fine wines, cheese and light foods prepared by artisanal local chefs, Jersey Fresh produce, meats and gourmet products will be available under the big tent. Event is jeans casual and will feature live music from members of the Holiday Express band and local “non-celebrity” closet musicians who are sponsors of a song of their choosing to play with the band.

Event features a great selection of handpicked wines and a premium wine bar which is comprised of rare wine donated by local wine collectors. Premium wine bar wrist bands or coupons are purchased the night of the event and are optional.

Focus: To raise funds for **Holiday Express** who conducts over 55 musical events in 35 days, during November and December. Holiday Express concerts and events help those in greatest need and often the most neglected people in our society. These programs and shows bring the joy of music and the holiday spirit to people in great need of a positive event in their lives as well as practical items of food, blankets, toiletries and clothes.

Honoree: Each year the event awards the “Crystal Apple Award” to a local community member that has excelled in wine, food or culinary arts knowledge. This year **Barbara and Mark Murphy** have been selected to receive the Crystal Apple Award.

Budgeting: The event and fundraising efforts will be accomplished by ticket sales at \$100 a ticket, corporate sponsorships, donations and live auction items.

Logistics McCann Systems has been the AV sponsor for the Sickles Wine & Cheese Classic and will continue this year by providing flat panel monitors throughout the tent area. During the event the live monitors will cover the action of the live band, live auction and the coverage of the Crystal Apple recipient. When live coverage is off, corporate sponsor logos will be played as a PowerPoint presentation giving corporate sponsors added visibility.

Five local restaurants will be invited to prepare foods from their kitchen to share with the attendees. This provides a great way for the community to get to know local chefs and the foods that they prepare. Restaurants that have already committed to attend the event include David Burke’s Fromagerie, Table Restaurants and Thyme Square Restaurant.

In addition to restaurants, a select group of gourmet provisions companies will be invited to share their products. Wine will be purchased or donated by NJ distributors and local wine collectors. All wines will be hand reviewed by Brian Pasch.

Sponsorship Opportunities

This year the sponsorship packages will **deliver new value** to business owners who support this very popular annual event. As part of the online advertising for this event, banner ads will be run starting July 1st on the **home pages** of the following local websites:

- www.holidayexpress.org
- www.sicklesmarket.com
- www.brianpasch.com

These three websites get over 10,000 thousands of unique visitors per month.

The banner ads will drive traffic to the Holiday Express event pages at www.holidayexpress.org. The Jeroboam and Magnum Corporate Sponsorship Categories will include company logos and links back to their business websites will be included on ALL event website pages for the **95 days** leading up to the event.

The banner ads running on these three websites, and other local websites, will encourage people to purchase their tickets online. Once a banner is clicked, the Corporate Sponsors and their logos will be prominently displayed on the **event detail pages** and ticket purchasing pages.

All **“Jeroboam” and “Magnum” level corporate sponsors** will have a link going back to their website and up to a 100 words description of the goods and services they offer. A web link from a non-profit “.org” website like www.holidayexpress.org is a **strong marketing advantage** for Google and Yahoo rankings.

Corporate Sponsorship pages will be up starting July 1st and will run the 95 days prior to the event. This will offer great visibility for corporate sponsors and live links will allow supporters to easily visit your website. Once the event is over, the pages banner ads will come down but the web pages will remain on the website and indexed by Google and Yahoo.

Jeroboam and Magnum Corporate Sponsors will also be **recognized in the emails** that will be sent to over 3,000 local residents as well as on printed invitations. The combination of email, web and direct marketing for this event will give sponsors the most visibility ever offered at a Monmouth County charity event.

All Corporate sponsors and their logos will be displayed on flat panel TV during all breaks in the live action at the event.

In addition, corporate sponsors are entitled to include a promotion item to give guests as they leave the event, with advance approval required. Promotional ideas include coupons, discount offers, pens, flashlights, mugs, hats, etc. Promotional items are at the cost of the sponsor and will allow the corporate sponsors’ name to go home with the attendees at the end of a fine evening. One corporate sponsor can also sponsor the gift bag with their brand logo.

Corporate Sponsorship Costs

All sponsors start with a common set of marketing opportunities including names or logos on selected printed and email marketing materials. All Sponsors' corporate Logo or name will also be included on the multimedia slideshow played at the event. Corporate sponsor will also be recognized on event signage, where appropriate, prioritized by sponsorship categories. The Jeroboam and Magnum Sponsorship opportunities have dedicated WebPages and active live links to corporate websites. These Internet marketing tools are effective for increasing the visibility of your website.

All sponsors can donate an item to a gift bag given to guests as they leave. One corporate sponsor can opt to donate a logo branded gift bag in which all items will be placed.

Jeroboam Sponsor (\$5,000) Reserved Tickets for Special VIP Table for 8 at Cocktail Party.

Name/logo on flashing TV monitors during the event. Sponsor name and logo on all promotional materials and event program. Logo on invitations to over 500 premier addresses (if received before August 1, 2008). Sponsor Name included on two weekly e-mail blasts to over 3,000 addresses announcing event.

Jeroboam Sponsor Internet Media Bonus - Active company name/logo and 500 word feature article, on its own page, featured on www.sucklesmarket.com, www.brianpasch.com and www.holidayexpress.org. Articles and logo includes live links back to sponsor's website and optimized by the Pasch Consulting Group for optimal marketing exposure. Live links from these 3 sites are powerful for Google search marketing.

Magnum Sponsor (\$3,000) Reserved Tickets for Special VIP Table for 4 at Cocktail Party. Name/logo on flashing TV monitors during the event. Sponsor name and logo on all promotional materials and event program. Logo on invitations to over 500 premier addresses (if received before August 1, 2008). Sponsor Name included on two weekly e-mail blasts to over 3,000 addresses announcing event.

Magnum Sponsor Internet Media Bonus - Active company name/logo featured on ticket sales page on www.holidayexpress.org. Logo includes live links back to sponsor's website. Live links from this ".org" website is powerful for Google search marketing.

Sommelier Sponsor (\$1,500) Reserved Tickets for Special VIP Table for 2 at Cocktail Party.

Name/logo on flashing TV monitors during the event. Sponsor name and logo on email promotional materials and event program.

SPONSORSHIP COMMITMENTS BY JULY 15, 2008

Early Supporter Corporate Bonus – Corporate Sponsors signing up before July 15, 2008 will have an additional bonus. Sponsors will be included on at least three press releases that will be distributed to local news outlets as well as Yahoo and Google. Press releases will be sent out on July 15th, August 1st and September 1st. This added exposure will add value links back to corporate websites for better Internet promotion of their goods and services.

HOW TO BECOME A SPONSOR

You can pay for your sponsorship package two ways:

1. Send a check to Holiday Express:

968 Shrewsbury Avenue
Tinton Falls, NJ 07724
Tel: 732-544-8010
Fax: 732-544-8020

2. Pay Online with any major credit card. This may be good for some people who want to also collect mileage or reward points.

Sponsorship Acceptance Form

Name: _____

Company (if applicable): _____

Address: _____

Phone: _____ Email: _____

Sponsorship Package:

___ Jeroboam - \$5,000

___ Magnum - \$2,500

___ Decanter - \$1,500

You consideration is greatly appreciated and we will do all that we can to promote our sponsors gracious support. The addition of the Internet marketing opportunities this year, makes sponsoring this event, even more attractive. In the end, we are also hoping that you understand the value that Holiday Express brings to thousands of needy people each year during the holiday season.

Thanks again for your consideration.

Brian Pasch

Event Fundraising Chairman