



FEASTIVAL

2011 SPONSORSHIP OPPORTUNITIES



World-class cities
need world-class culture.
FEASTIVAL celebrates
both our artistic and culinary scenes —
two great economic engines
that push Philadelphia forward.”

Richard Vague

Philadelphia Live Arts Festival
& Philly Fringe Board President

FOR A TASTE OF FEASTIVAL
WATCH OUR VIDEO





FEASTIVAL 2011: SEPTEMBER 14, 2011



FEASTIVAL 2010 RESTAURANT & BAR PARTICIPANTS

STEPHEN STARR
MICHAEL SOLOMONOV &
AUDREY CLAIRE TAICHMAN *present*

FEASTIVAL

PHILADELPHIA'S TOP CHEFS COME TOGETHER TO BENEFIT
THE PHILADELPHIA LIVE ARTS FESTIVAL & PHILLY FRINGE

- **CO-CHAIRER BY TONY FORTE AND MARTHA MCGEARY SNIDER**
- **HONORING FORMER GOVERNOR ED RENDELL**

The inaugural FEASTIVAL was a smashing success. The brilliant combination of world-class restaurants and energizing artistic performances made FEASTIVAL the “most anticipated new event to happen to the foodie/theater community.” With the support from Philadelphia’s top restaurants and our generous sponsors, FEASTIVAL was Philadelphia’s cultural event of the year.

- Adsum • Amis • APO Bar + Lounge •
- Audrey Claire • Barclay Prime • Bar Ferdinand •
- Buddakan • Capogiro Gelato Artisans •
- Continental Restaurant and Martini Bar • Cooperage •
- D’Angelo’s Ristorante Italiano & Lounge • Darling’s Diner •
- Di Bruno Bros. • Éclat Chocolate • El Rey • Fergie’s Pub •
- FISH Restaurant • Fork • The Franklin Mortgage &
- Investment Co. • Fruit Flowers • Garces Trading Company •
- Healthy Bites • Jones • La Colombe Torrefaction •
- Lacroix • Le Bec-Fin • Le Castagne Ristorante • Matyson •
- Max Brenner, Chocolate by the Bald Man • Melograno •
- Metropolitan Bakery • MidAtlantic Restaurant & Tap Room •
- Modo Mio • Nectar • Noble: An American Cookery •
- Oyster House • Parc • Percy Street Barbecue •
- Pizzeria Stella • Pod • Pumpkin • R2L •
- Reading Terminal Market • Ristorante Panorama •
- Rouge • Sampan • Snackbar • Supper •
- Sweet Freedom Bakery • Sysco • Tequilas Restaurant •
- Tria • Tweed • Twenty Manning Grill •
- Union Trust Steakhouse • XIX •
- Xochitl • Zahav • Zama



FROM THE CO-HOSTS

WANT SECONDS?

Dear Friend,

Nothing represents Philadelphia's dynamic and innovative arts scene better than the Philadelphia Live Arts Festival and Philly Fringe. Each year during its 16-day Festival, Live Arts brings the most cutting-edge artistic performances from around the globe to Philadelphia, and on its "fringe," local artists infuse the city with their own wild creativity. Last year, for the first time ever, Philadelphia's hottest arts festival joined forces with the City's world-class restaurants for an unforgettable evening that proved to be the party of the year – **FEASTIVAL, a benefit for the Philadelphia Live Arts Festival and Philly Fringe.**

The three of us are coming back and thrilled to be hosting FEASTIVAL 2011. Last year's participants are returning and include some of our most distinguished colleagues such as **Jose Garces, Georges Perrier, Michael Schulson, and Marc Vetri.** *Philadelphia Magazine* is also on board as our Media Partner. We are proud to announce FEASTIVAL 2011 will honor former **Governor Ed Rendell** for his pivotal role in supporting the Philadelphia arts scene, as well as his significant city and statewide contributions.

On **Wednesday, September 14th, 2011**, the Second Annual FEASTIVAL will transform an exciting urban space into an exclusive, chic celebration. FEASTIVAL 2011 promises to live up to last year's sensational success and will feature live performances by the boldest Live Arts artists, a culinary feast from the City's top chefs, and silent and live auctions.

As we prepare for an evening sure to stimulate your senses and satisfy your cravings, we hope you can join us in sponsoring and celebrating FEASTIVAL 2011.

We believe supporting the arts is crucial to sustaining our vibrant and thriving city. Your sponsorship will help us strengthen the profile of the Philadelphia cultural community. It will also provide you with wide exposure and extensive networking opportunities with Philadelphia taste makers, decision makers, and business leaders.

Please take a moment to review the following 2011 sponsorship opportunities and then contact Jennifer Usas, Corporate Sponsorship and Individual Giving Manager, at jennifer@livearts-fringe.org or 215.413.9006, x 24.

Don't miss the opportunity to partner with us in reserving a seat at the hottest table in town!

Warmly,



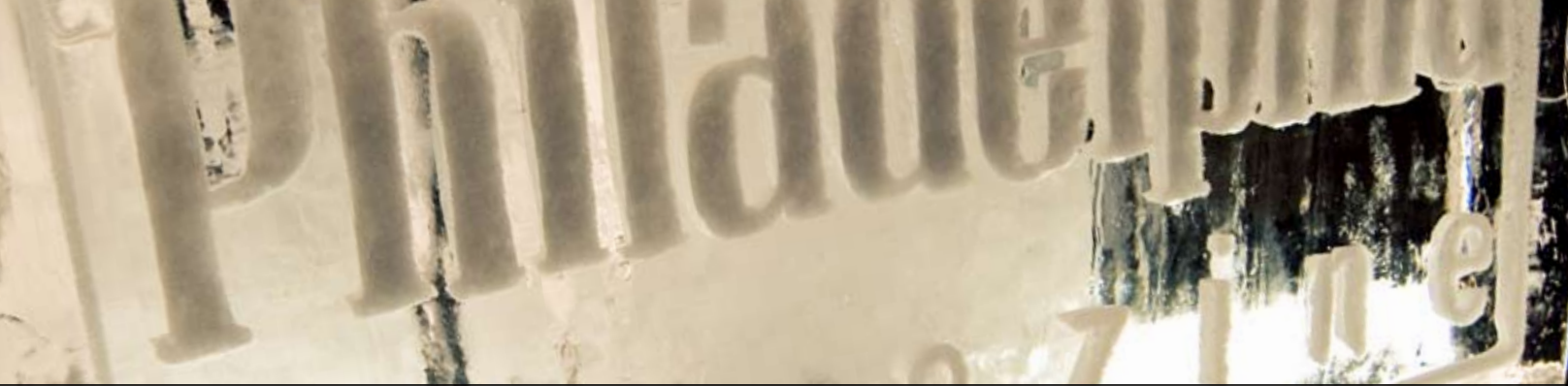
Stephen Starr



Michael Solomonov



Audrey Claire Taichman



FEASTIVAL 2010 SPONSORS

TRUFFLE

Arway Linen & Uniform Rental Service • Audi • Energy Plus •
 Greater Philadelphia Tourism Marketing Corporation /Philly Homegrown •
 Independence Foundation • Party Rental Ltd. • PECO •
 Philadelphia Magazine • PNC Arts Alive • Stuart Kingston Jewelers •
 Wachovia, A Wells Fargo Company

CAVIAR

Audrey Claire • Bo Concept • Brolik Productions •
 Cruzan Rum • EventQuip • FIJI Water •
 Franklin Square Capital Partners • Hammer Gin •
 InLiquid Art + Design • JTChristensen.com •
 Ana Maria Lenfest • Pepper Hamilton LLP • (ri)1 Whiskey • Riegel
 Printing • Sampan, a Michael Schulson Restaurant • Saul Ewing LLP •
 Siembra Azul Tequila •
 Southern Wine & Spirits of Pennsylvania • Splat Productions •
 Victory Brewing Company • Wind River Holdings •
 The Wine Merchant • Yards Brewing Company •
 ZYR Russian Vodka



FEASTIVAL 2010 SPONSORS

CHAMPAGNE

Brave Design • Elaine and Joe Camarda • City Planter • Duane Morris LLP •
 Dr. Eric Dube and Greg Simone • Eckert Seamans Cherin & Mellott, LLC •
 Electronic Ink • Flowers & Company • Fruit Flowers • Fury Design •
 Ice Bars Lugos & Logos • The Ice Butler • Julius Silvert Inc. • Kitchen Kapers •
 Klehr Harrison Harvey Branzburg LLP • Montgomery Benefits Group •
 O'Donnell & Naccarato • Jeffrey and Annie Nielsen • Andrew and Patricia Panzo •
 ParenteBeard LLC • Marsha and Jeffrey Perelman • Cintra and Lee Rodgers •
 Saks Fifth Avenue • Samuels & Son Seafood Co. • Sysco •
 Termac Corporation • Joseph H. Weiss & Sharon Pinkenson

PATRON

Capital Solutions, Inc. • Ben and Jordana Cooperberg • Amy and Bill Green •
 Ira M. Lubert • Move. • Michael and Lauri Mufson • Pennoni Associates •
 Stantec Consulting Services, Inc. • Susquehanna Bank • Marty Tuzman, Eileen
 Heisman, and Jenkintown Building Services • Herb Vederman • Voila Design

FRIEND

David Alperin and Toni Alperin-Goldberg • Eric and Jacqueline Blumenfeld •
 Norman S. Cohen, CPA • Gelmarc Distributors, Inc. • IBEW Local Union 98,
 John J. Dougherty • Kramer-Warner Insurance Associates • Kenneth Mallin •
 William Matthews • Pearl Properties • Pure Design • Lee Sussman

MEDIA

Philadelphia Magazine • The Philadelphia Inquirer / Philadelphia Daily News /
 philly.com • Philadelphia City Paper • KYW Newsradio 1060 • Yelp



SPONSOR BENEFITS



PRESENTING SPONSOR \$25,000

Ten (10) VIP tickets to FEASTIVAL

Exclusive VIP invitation for ten (10) for early arrival to FEASTIVAL

All advertisements and communications will reference your name and logo as a Presenting Sponsor of FEASTIVAL

Photo opportunities with VIP guests

Special recognition of your company by Live Arts Festival Board President, Richard Vague

Speaking opportunity for your company representative during FEASTIVAL gala

Full page, full color ad in Festival Guide (deadline May 13, 2011)

Logo as a "Presenting Sponsor" of FEASTIVAL ad in all 40,000 Live Arts Festival Guides

Two (2) invitations for Live Arts Festival Opening Night (Thursday September 1, 2011)

Full-page logo included in FEASTIVAL program

One Live Arts "VIP pass" (offers holder up to two tickets for each 2011 Live Arts show)

Logo displayed in VIP lounge area

Inclusion in all official FEASTIVAL press releases as a "Presenting Sponsor"

Logo on FEASTIVAL Invitations (paper and electronic)

Logo on FEASTIVAL email blast to over 24,000 unique email addresses

Option to designate one person to include on Host Committee

Logo and link on FEASTIVAL website

Logo on sponsorship signage at the FEASTIVAL gala

Opportunity to promote special offer on Live Arts Festival and FEASTIVAL Facebook pages (2,500+ fans)

Two (2) Invitations to attend Patron Party in August 2011

20% discount for all Live Arts performances for you and/or your company



TRUFFLE SPONSOR \$10,000

Six (6) General Admission (GA) tickets PLUS two (2) VIP tickets to FEASTIVAL

Exclusive VIP invitation for two (2) for early arrival to FEASTIVAL

Logo as "Truffle Sponsor" on FEASTIVAL ad in all 40,000 Live Arts Festival Guides

Two (2) Invitations for Live Arts Festival Opening Night (Thursday September 1, 2011)

50% off advertising space in Live Arts Festival Guide

Full-page logo included in FEASTIVAL program

One Live Arts "VIP pass" (offers holder up to two tickets for each 2011 Live Arts show)

Verbal recognition during speech at FEASTIVAL

Inclusion in all official FEASTIVAL press releases as a Truffle Sponsor

Logo on FEASTIVAL Invitations (paper and electronic)

Logo on FEASTIVAL email blast to over 24,000 unique email addresses

Option to designate one person to include on Host Committee

Logo and link on FEASTIVAL website

Logo on sponsorship signage at the FEASTIVAL gala

Logo in select advertising and print communications

Opportunity to promote special offer on Live Arts Festival and FEASTIVAL Facebook pages (2,500+ fans)

Two (2) Invitations to attend Patron Party in August 2011

20% discount for all Live Arts performances for you and/or your company



CAVIAR SPONSOR \$5,000

Six (6) General Admission (GA) tickets to FEASTIVAL

Logo as "Caviar Sponsor" on FEASTIVAL ad in all 40,000 Live Arts Festival Guides

Two (2) Invitations for Live Arts Festival Opening Night (Thursday September 1, 2011)

Logo on FEASTIVAL Invitations (paper and electronic)

Logo on FEASTIVAL email blast to over 24,000 unique email addresses

Option to designate one person to include on Host Committee

Logo and link on FEASTIVAL website

Logo on sponsorship signage at the FEASTIVAL gala

Logo in select advertising and print communications

Opportunity to promote special offer on Live Arts Festival and FEASTIVAL Facebook pages (2,500+ fans)

Two (2) Invitations to attend Patron Party in August 2011

20% discount for all Live Arts performances for you and/or your company



CHAMPAGNE SPONSOR \$2,500

Four (4) General Admission (GA) tickets to FEASTIVAL

Logo as "Champagne Sponsor" on FEASTIVAL ad in all 40,000 Live Arts Festival Guides

Logo and link on FEASTIVAL website

Logo on sponsorship signage at the FEASTIVAL gala

Logo in select advertising and print communications

Opportunity to promote special offer on Live Arts Festival and FEASTIVAL Facebook pages (2,500+ fans)

Two (2) Invitations to attend Patron Party in August 2011

20% discount for all Live Arts performances for you and/or your company



PATRON SPONSOR \$1,000

FEASTIVAL FRIEND \$500

Two (2) General Admission (GA) tickets to FEASTIVAL

Two (2) Invitations to attend Patron Party in August 2011

Individual or Company Name listed as "Patron" on FEASTIVAL website

Individual or Company Name listed as "Patron" on select advertising and print communications

20% discount for all Live Arts performances for you and/or your company

One (1) General Admission (GA) ticket to FEASTIVAL

Invitation to attend Patron Party in August 2011

Individual or Company Name listed as "Friend" on FEASTIVAL website

Individual or Company Name listed as "Friend" on select advertising and print communications

YES! COUNT US IN AS A 2011 FEASTIVAL SPONSOR!

All proceeds will support the Philadelphia Live Arts Festival & Philly Fringe

Mail to Philadelphia Live Arts Festival & Philly Fringe, 919 N. 5th St, Philadelphia, PA 19123 or fax to 215.413.9007

SELECT YOUR SPONSORSHIP LEVEL BELOW:

<input type="checkbox"/> PRESENTING SPONSOR \$25,000	<input type="checkbox"/> TRUFFLE \$10,000	<input type="checkbox"/> CAVIAR \$5,000
<input type="checkbox"/> CHAMPAGNE \$2,500	<input type="checkbox"/> PATRON \$1,000	<input type="checkbox"/> FRIEND \$500

NAME OF COMPANY / INDIVIDUAL (as you would like it to appear in all donor listings)
Please provide company logo (email high resolution jpeg or PDF to jennifer@livearts-fringe.org) by May 12, 2011.

CONTACT NAME	TELEPHONE	E-MAIL
ADDRESS		
CITY	STATE	ZIP

PAYMENT

- Enclosed is a check for \$_____ (Make checks payable to Philadelphia Fringe Festival)
- Please send me an invoice for \$_____ (Payment due by September 1, 2011)
- Please charge \$_____ to Visa MasterCard AMEX Discover

CARD NUMBER	EXPIRATION DATE
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If you would like to spread your payments over the year, please indicate frequency:
 N/A Two Installments Three Installments Four Installments

We thank you for your generous donation. Upon familiarizing yourself with the terms of your contribution, please sign and date below.

I understand that this pledge is above and beyond any other currently pledged support of Philadelphia Live Arts & Philly Fringe.

SIGNATURE	DATE
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The Festival is a 501(c)(3) nonprofit organization. Our tax ID number is 23-2936188. Contact Jennifer Usas, Corporate Sponsorship & Individual Giving Manager, at 215.413.9006 ext. 24 or jennifer@livearts-fringe.org if you have any questions.



IN-KIND SPONSOR BENEFITS



TRUFFLE SPONSOR \$10,000

Four (4) General Admission (GA) tickets PLUS two (2) VIP tickets to FEASTIVAL

Logo as "Truffle Sponsor" on FEASTIVAL ad in all 40,000 Live Arts Festival Guides

Full-page logo included in FEASTIVAL program

Verbal recognition during speech at FEASTIVAL

Inclusion in all official FEASTIVAL press releases as "Truffle Sponsor"

Option to designate one person to include on Host Committee

50% off advertising space in Live Arts Festival Guide

Logo on FEASTIVAL Invitations (paper and electronic)

Logo on FEASTIVAL email blast to over 24,000 unique email addresses

20% discount for all Live Arts performances for you and/or your company

Two (2) Invitations for Live Arts Festival Opening Night (Thursday September 1, 2011)

Logo and link on FEASTIVAL website

Logo on sponsorship signage at the FEASTIVAL gala

Logo in select advertising and print communications

Opportunity to promote special offer on Live Arts Festival and FEASTIVAL Facebook pages (2,500+ fans)



CAVIAR SPONSOR \$5,000

Four (4) General Admission (GA) tickets to FEASTIVAL

Logo as "Caviar Sponsor" on FEASTIVAL ad in all 40,000 Live Arts Festival Guides

Logo on FEASTIVAL Invitations (paper and electronic)

Logo on FEASTIVAL email blast to over 24,000 unique email addresses

20% discount for all Live Arts performances for you and/or your company

Two (2) Invitations for Live Arts Festival Opening Night (Thursday September 1, 2011)

Logo and link on FEASTIVAL website

Logo on sponsorship signage at the FEASTIVAL gala

Logo in select advertising and print communications

Opportunity to promote special offer on Live Arts Festival and FEASTIVAL Facebook pages (2,500+ fans)



CHAMPAGNE SPONSOR \$2,500

PATRON SPONSOR \$1,000

Two (2) General Admission (GA) tickets to FEASTIVAL

Two (2) Invitations for Live Arts Festival Opening Night (Thursday September 1, 2011)

Two (2) Invitations for the Live Arts Festival's Spring Sneak Peek party

Logo as "Champagne Sponsor" on FEASTIVAL ad in all 40,000 Live Arts Festival Guides

Logo and link on FEASTIVAL website

Logo on sponsorship signage at the FEASTIVAL gala

Logo in video presentation at the FEASTIVAL gala

Logo in select advertising and print communications

Opportunity to promote special offer on Live Arts Festival and FEASTIVAL Facebook pages (2,500+ fans)

Invitation to attend Patron Party in August 2011

Individual or Company Name listed as "Patron" on FEASTIVAL website

Individual or Company Name listed as "Patron" on select advertising and print communications

YES! COUNT US IN AS A 2011 FEASTIVAL IN-KIND SPONSOR!

All proceeds will support the Philadelphia Live Arts Festival & Philly Fringe

Mail to Philadelphia Live Arts Festival & Philly Fringe, 919 N. 5th St, Philadelphia, PA 19123 or fax to 215.413.9007

PLEASE DESCRIBE THE ITEM OR SERVICE TO BE DONATED:

ESTIMATED FAIR MARKET VALUE: \$

NAME OF COMPANY / INDIVIDUAL (as you would like it to appear in all donor listings)
Please provide company logo (email high resolution jpeg or PDF to jennifer@livearts-fringe.org) by May 12, 2011.

CONTACT NAME	TELEPHONE	E-MAIL
ADDRESS		
CITY	STATE	ZIP

We thank you for your generous donation. Upon familiarizing yourself with the terms of your contribution, please sign and date below.

I understand that this pledge is above and beyond any other currently pledged support of Philadelphia Live Arts & Philly Fringe.

We agree to contribute the above listed items to Philadelphia Live Arts Festival & Philly Fringe. We agree this is a charitable donation and do not expect any compensation. We understand that, while we will receive documentation recognizing our contribution, our valuation of it and any tax related matters are solely our responsibility.

SIGNATURE	DATE
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The Festival is a 501(c)(3) nonprofit organization. Our tax ID number is 23-2936188. Contact Jennifer Usas, Corporate Sponsorship & Individual Giving Manager, at 215.413.9006 ext. 24 or jennifer@livearts-fringe.org if you have any questions.



PHILADELPHIA
**LIVE
ARTS**
FESTIVAL

philly
fringe

HOSTS

Stephen Starr
Michael Solomonov
Audrey Claire Taichman

HONOREE

Former Governor Ed Rendell

EVENT CHAIRS

Tony Forte *Co-chair*
Martha McGeary Snider *Co-chair*

LIVE ARTS FESTIVAL & PHILLY FRINGE BOARD OF DIRECTORS

Nick Stuccio *Producing Director*
Richard Vague *President*
Jennifer Bohnenberger *Vice President*
Robert E. Williams *Treasurer*
Tom Lussenhop *Secretary*
Conrad Bender
Anthony P. Forte
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Lenny Haas
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Bernadine J. Munley
Rebecca Quinn-Wolf
Peter C. Rothberg
Stephen Starr
Holly Stichka
Audrey Claire Taichman
Marty Tuzman
Paul Wright
Lisa P. Young



"The inaugural benefit event exposed the region's most influential business leaders and tastemakers to the Philadelphia Live Arts Festival by mixing dynamic and cutting edge artistic performances with world-class restaurants."

PHILADELPHIA MAGAZINE

"Food and art can come together... and tonight the two worlds created something beautiful."

NBC PHILADELPHIA

"FEASTIVAL - the hungry beast keeps growing"

MAIN LINE MEDIA NEWS

"Star-Studded Feastival a Great Success"

NBC PHILADELPHIA

"Hip happening"

PHILADELPHIA INQUIRER

"The chefs are supporting the arts, which are so important to their staffs and to the richness of the city. FEASTIVAL will give those with all levels of interest in performing arts a fun way to connect and support our world-class culture scene."

RICHARD VAGUE, PHILADELPHIA LIVE ARTS FESTIVAL & PHILLY FRINGE BOARD PRESIDENT

"Over 60 of Philadelphia's top restaurants donated food, beverage and staff to (FEASTIVAL) and they all brought their 'A' game!"

DIBRUNO.COM

"FEASTIVAL'S a high-class shindig... courtesy of a who's who of Philly restaurants from Amis to Zama, plus boozeries from APO to Snackbar..."

THRILLIST.COM

"Can't wait for next year"

COLLIN FLATT, PHILADELPHIA FOOD EDITOR, THEFEAST.COM

SEPTEMBER 14, 2011



PHILLYFEASTIVAL.COM