

2018 SNOW DAY SPONSORSHIP OPPORTUNITIES

November 15, 2018



ANNUAL SNOW DAY

Over the past 6 years, the Caterina's Club has hosted its annual "Winter Wonderland" Snow Day celebration that serves as an early Thanksgiving dinner and a pre-Christmas festivity to more than 400 motel children in our community. On this day, children gather at the Anaheim White House Restaurant and enjoy a five star meal, a visit from Santa Claus and other special guests, topped off with a day of play in 15 tons of snow brought in to give the kids a true 'White Christmas. As a result of the fire that happened on February 4th, we cancelled the event last year. Snow Day will be held this year on November 15 at the newly renovated Anaheim White House Restaurant. While this event is 'just for kids' it takes a village to put this on and we look to you as a partner to help us bring the joy of the holiday season to every child we serve.

- SNOW PLACE LIKE HOME: \$10,000 (SINGLE OPPORTUNITY) -

- Snow Day Naming Opportunity 'Snow Day Presented by...'
- Logo recognition on all pre-event material and on Caterina's Club website
- Media coverage noting your company's support (post event coverage)
- Recognition on all Snow Day Signage
- Recognition in Caterina's Club's Annual Report
- Volunteer opportunities for employees to serve
- This sponsorship would cover the cost of: a three course meal served to each child and the snow brought in for the event



- SNOW MUCH FUN: \$5,000 (TWO OPPORTUNITIES) -

- Logo recognition on all pre-event material and on Caterina's Club website
- Media coverage noting your company's support (post event coverage)
- Recognition on all Snow Day Signage
- Recognition in Caterina's Club's Annual Report
- Volunteer opportunities for employees to serve
- This sponsorship would cover the cost of: the transportation of all 400 children, character visitors, bounce houses and sound equipment

- SNOW ANGEL: \$1,500 (UNLIMITED OPPORTUNITIES) -

- Logo recognition on all pre-event material and on Caterina's Club website
- Media coverage noting your company's support (post event coverage)
- Recognition in Caterina's Club's Annual Report
- Volunteer opportunities for employees to serve
- This sponsorship would cover the cost of: the volunteer aprons, and miscellaneous overhead for costs incurred for clean-up of event location



FEEDING THE KIDS IN AMERICA SITE SPONSORSHIPS



WHAT WE DO

The Feeding the Kids in America program first launched in 2005 and now serves over 4,000 pasta dinners every night to low-income motel children at **77 different after-school program sites** spread throughout Orange, San Diego, and Los Angeles Counties. Caterina's Club learned the best way to make the biggest impact would be to partner with programs such as Boys and Girls Club and other after-school programs.

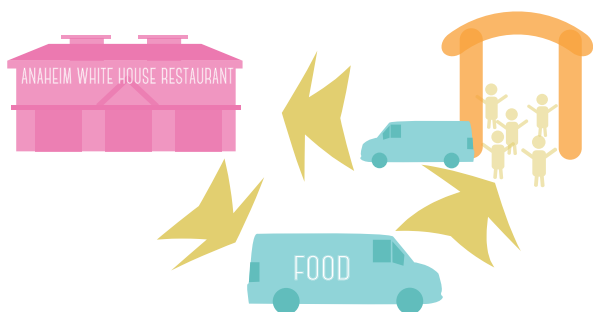
- THE ANNUAL AVERAGE COST PER SITE/PER YEAR IS \$7,000 -

CATERINA'S CLUB IS OFFERING A UNIQUE NAMING OPPORTUNITY WHICH ENCOURAGES LOCAL CORPORATIONS TO BECOME A CATERINA'S CLUB SITE SPONSOR WHERE THEIR NAME WOULD BE FEATURED AT EACH LOCATION,

'FEEDING THE KIDS IN AMERICA PRESENTED BY ...'

Site Sponsorship Also Includes:

- Logo recognition as a site sponsor on all event materials
- Caterina's Club website as a specified site sponsor
- Local media coverage noting your company's support
- Recognition in Caterina's Club's Annual Report
- Volunteer opportunities for employees to serve at the specified location



17.5 MILLION households struggle against hunger. -USDA

ORANGE COUNTY ranked second of all 58 counties in the state for food insecurity among low-income families. -California Health Interview Survey