



May 2, 2009

January 21, 2009



Dear Friends;

May 2nd, 2009 marks the 10th Annual Meals on Wheels Derby Day and promises to delight food and wine connoisseurs and race track aficionados alike.

With Derby Day, voted one of the best charitable events in Sonoma County by a faithful following, we found a winning format and stuck with it – The first Saturday in May: Kentucky Derby, of course, and we provide a live simulcast of the race for the pleasure and excitement of our guests. Overlooking the rolling green fields and vineyards of Sonoma-Cutrer Winery, the afternoon also includes a competition among some of the great chefs of Sonoma County, a lunch prepared by other leading chefs, elegant silent auction and a very lively live auction. For 325 guests the fun is contagious and over \$125,000 is raised each year!

And, as you know, it all goes to benefit Meals on Wheels and the other programs offered by Council on Aging Services for Seniors. Sonoma County is home to the largest and fastest growing community of seniors in California. Government funds for senior programs consistently shrink as needs increase. Derby Day helps bridge this gap and supports 1,600 seniors in maintaining their independence and preserving their quality of life.

We realize it is a tough economic time but hope that you will consider sponsoring Derby Day this year. Our seniors need your help more than ever. Attached please find the available sponsorship levels, including the marketing opportunities for you and a reply card. This will be a special event and we'd love to have you there.

If you have any questions, please contact Marrienne at 525-0143 ext.146. We all look forward to seeing you at Derby Day 2009!

Sincerely,

Jeffrey Madura, Executive Chef
Derby Day Chair

Marrienne McBride
Development Director

Enclosures

Council on Aging and the Meals on Wheels program is a registered not-for-profit with 501(c)(3) status. Our tax identification number is 94-6138714.

Jeffrey Madura, Chair
Executive Chef

Bonnie Burrell
Winzler & Kelly

Lorin Dewees
Sonoma-Cutrer Vineyards

Betsy Fischer,
SRJC Culinary Arts Program

Ken Silveira
Pacific Markets

Josh Silvers
Syrah Restaurant

Rob Gronbach
Pacific Connection Catering

Steve Susavilla
Wine Consultant

Kerrie Kennedy
*Council on Aging
Auction Coordinator*

Michele Leonard
*Council on Aging
Volunteer Coordinator*

Jim Livermore
Community Volunteer

Sylvia Parkinson
ATL Events

Marrienne McBride
*Council on Aging
Development Director*



COUNCIL ON AGING
SERVICES FOR SENIORS

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www.councilonaging.com



COUNCIL ON AGING'S MEALS ON WHEELS

Derby Day - May 2, 2009

Sponsorship Levels

All sponsors will be recognized in *Sonoma Seniors Today* (15,000 circulation), in the *Press Democrat* and *North Bay Business Journal* and, of course, in the event Program. All Sponsors are invited to participate in a Meals on Wheels "Ride Along" with one of the drivers who delivers meals to homebound seniors. Additional benefits are listed below.

\$25,000 *Winners Circle:*

- ❖ Recognition in event invitation and in pre-event promotional materials
- ❖ **VIP Tour, Lunch and Croquet for 8 at Sonoma-Cutrer**
- ❖ A full-page ad in *Sonoma Seniors Today*
- ❖ Two *Derby Day* tables of eight with company table sign

\$15,000 *Sponsor Showcase:*

- ❖ Recognition in event invitation and in pre-event promotional materials
- ❖ **VIP Tour, Lunch and Croquet for 6 at Sonoma-Cutrer**
- ❖ A ¾ page ad in *Sonoma Seniors Today*
- ❖ One *Derby Day* tables of eight with company table sign
- ❖ Limo to and from Derby Day

\$10,000 *Grandstand:*

- ❖ Recognition in event invitation (if received prior to deadline*)
- ❖ **VIP Tour, Lunch and Croquet for 4 at Sonoma-Cutrer**
- ❖ Half page ad in *Sonoma Seniors Today*
- ❖ One *Derby Day* table of eight with company table sign

\$5,000 *Starting Gate:*

- ❖ Recognition in event invitation (if received prior to deadline*)
- ❖ Quarter page ad in *Sonoma Seniors Today*
- ❖ One *Derby Day* table of eight with company table sign

\$2,000 *Clubhouse:*

- ❖ Recognition in event invitation (if received prior to deadline*)
- ❖ Business card size ad in *Sonoma Seniors Today*
- ❖ Four tickets for *Derby Day*

\$ 750 *Racehorse:*

- ❖ Recognition in event program as providing community support
- ❖ Two tickets for *Derby Day*

\$1000 *Corporate Table*

- ❖ Table for eight with company table sign

(value of in-kind sponsorship converted to above categories)

*Reservation must be received by March 1st, 2009

Yes, We would like to sponsor Meals on Wheels Derby Day 2009.



- _____ \$25,000 Winners Circle
- _____ \$15,000 Sponsors Showcase
- _____ \$10,000 Grandstand
- _____ \$ 5,000 Starting Gate
- _____ \$ 2,000 Clubhouse
- _____ \$ 750 Racehorse
- _____ \$ 1,000 Corporate Table
- _____ Please accept our donation in the amount of _____

Company Name _____

Contact _____

Address _____

Phone _____ Email Address _____

_____ Payment Enclosed

_____ Please send us an invoice