



The Rotary Club of St Kilda
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Seeking Sponsors & Supporters - Great Food for a Good Cause

Details of Sponsorship/Event

Project Name: Bayside Bounty Recipe Book
Participants: Restaurants in St Kilda, South Melbourne and Elwood Area
Duration: From Thursday October 2nd 2008 until Monday 23rd March 2009
Main Contact: Julia Topliss
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Project Outline

The St Kilda Rotary Club is currently working on a project that involves the production of 'Bayside Bounty' - a Recipe Book with recipes contributed by local restaurateurs.

The proceeds from the sale of this book are to be donated locally to the Sacred Heart Mission, towards their efforts to help the homeless and disadvantaged in St Kilda; and internationally to "Shelterbox", a Rotary organisation that is able to quickly respond in times of desolation like the cyclone in Burma or the earthquake in China to shelter communities suffering total loss by providing boxes containing 10 person tents and living implements for a prolonged period of time. (Please visit their website, www.shelterbox.org for more information.)

Currently the project deliverables are:

- Approximately 50-60 restaurants contributing recipes from the Melbourne Bayside area
- Full colour production on gloss art paper
- Approximate dimensions will be 210mm x 210mm
- Over 2,500 copies produced
- Launching in the second half of this year, ETA is late September
- Retail price will be under \$20 per unit

We are currently seeking sponsors & supporters for this project to cover the successful printing and launch of the book; this will ensure that proceeds from sales will go to the two charities listed above.

It is our hope that if this project is a success we will be able to make it a regular part of the St Kilda landscape and continue to support local organisations like Sacred Heart Mission.

Program of Events

- Rotary Club Launch** = Thursday October 2nd 2008 (proposed date)
Launch and promotion throughout Rotary in Victoria – target is approx. 230 clubs
- Counter Displays** = Participating Restaurants to display Recipe Books
Local shops to display Recipe Books
Sales from Recipe Book website (to be launched in September for pre-sales)
**Ritchies Supermarket to display Recipe Books (currently at proposal stage)*
- Farmers Market, Gasworks** = Saturday 18th October 2008
Sales Stand
- Farmers Market, Peanut Farm** = Saturday 6th December 2008
Sales Stand
- Farmers Market, Gasworks** = Saturday 20th December 2008
Sales Stand
- *Melbourne Food & Wine Festival** = *Monday 9th March 2008 (proposed date, application currently under review with Festival committee)*
Public Launch of Recipe Book and Provisional Menu events featuring St Kilda Restaurants to run until 23rd March 2009.

* Items highlighted above in grey and asterisks are to date still to be confirmed.

How you can become involved:

Gold Sponsorship \$5,000	Silver Sponsorship \$2,000	Bronze Sponsorship \$1,000
Your logo on outside back cover, inside front cover, Recipe Book official home & sponsors web page. Your logo on any posters & project advertising Ability to provide a recipe using your product for inclusion in the Recipe Book (potential double page spread) 50 complimentary copies of the Recipe Book Ability to display signage at the Recipe Book launch 6 invitations to the Recipe Book launch	Your logo on outside back cover, inside front cover, Recipe Book official sponsors web page. 20 complimentary copies of the Recipe Book 4 invitations to the Recipe Book launch	Your logo on outside back cover, inside front cover, Recipe Book official sponsors web page. 10 complimentary copies of the Recipe Book 2 invitations to the Recipe Book launch

Donations

A 'Friends of the Project' program is also available for donations under \$1,000. Contributions at this level will receive recognition on the inside front cover of the book, recognition on the 'Friends of the Project' web page and a complimentary copy of the book on publication.

Project Support

We are also seeking Support for the Project including:

- Local businesses that can stock the Recipe Book for sale on their counters or in their shops
- Donations for a raffle to be held at the book launch
- Catering & drink contributions for the book launch

Also any businesses that would like to bulk purchase for corporate gifts are most welcome.

Current Sponsors

To date the following organisations have expressed a keen interest to be involved with this project:

Bendigo Community Bank Elwood - Gold Sponsor.

Fitzroy Street Traders Association are recommending to their board that they become a Silver Sponsor.

Acland Street Traders Precinct Association are recommending to their board that they become a Silver Sponsor.

Donovan's – Bronze Sponsorship.

Panomatics – Bronze Sponsorship.

Potential Sponsorship Categories Currently on Offer

Cadbury Schweppes -	Non-alcoholic beverages and/or Chocolate
Jasper Coffee -	Free Trade Coffee
Prince Wine Store -	Alcoholic Beverages
Ritchies Supermarkets -	Grocery
Tolarno Hotel -	Accommodation

Exclusivity for each sponsor is offered (except for Trading Associations & Restaurants who are partaking in the project in a bilateral approach).

There will only be 12 sponsorship packages being offered for this project.

Design

Web Prophets have committed all creative design requirements for the Recipe Book and any associated design for promotion, advertising and website.

Media and Promotion

Print and Internet (please refer to sponsorship packages above)

Hospitality Opportunities

(Please refer to sponsorship packages above)