

23rd Annual



Cleveland Magazine's
SILVER SPOON
AWARDS
party



Wednesday, May 3, 2017
Crawford Auto Aviation Museum at the Cleveland History Center
10825 East Blvd. | Cleveland, Ohio 44106

Cleveland
MAGAZINE



Arthritis
Foundation SM

Celebrating 23 Years of the Cleveland Magazine Silver Spoon Awards party

On Wednesday, May 3, 2017 Cleveland Magazine and the Arthritis Foundation will celebrate the 23rd anniversary of the *Cleveland Magazine* Silver Spoon Awards Party, a strolling food and wine tasting event and one of Cleveland's finest social and culinary evenings. Guests will sample delicious signature dishes from more than 40 of Northeastern Ohio's best restaurants and several international wineries. All participating restaurants are 2017 *Cleveland Magazine* Silver Spoon Award finalists and winners. The event also features an exclusive VIP Lounge and fabulous auctions and raffles. Event proceeds benefit the Arthritis Foundation.

Support the Arthritis Foundation

The Arthritis Foundation improves lives in our community through more than 50 years of leadership in the prevention, control and cure of arthritis and related diseases. Event proceeds support local services for the nearly one and a half million Northeastern Ohioans of all ages diagnosed with arthritis and fund critical arthritis research aimed at finding a cure.

Sponsorship Benefits

Sponsors are provided with tickets to this highly anticipated food and wine-tasting event, company recognition in local marketing opportunities, night-of event promotion, and additional visibility and consumer relations opportunities.

The 2017 Silver Spoon Awards issue of *Cleveland Magazine* will include an 8-page insert devoted entirely to the Arthritis Foundation and the *Cleveland Magazine* Silver Spoon Awards party. Sponsors' name, logo or advertisement will be featured in this special section. In addition to the average 150,000+ total readership, an overrun supply of the insert is used by the Arthritis Foundation in outreach and public awareness events throughout the year including regional Arthritis Expos, numerous health fairs and local Walk to Cure Arthritis, Jingle Bell Run and other food & wine events.

Sponsors' names or logos are featured on advertisements in three issues of *Cleveland Magazine*. Sponsors are also featured on many marketing/promotional pieces including save-the-date cards, invitations and more, depending on the sponsorship level. Our events are highlighted in the market's Programs & Events calendar which is updated regularly, available online and distributed to thousands of constituents.

Cleveland Magazine

For more than 40 years, *Cleveland Magazine* has delivered thought-provoking, entertaining and award-winning editorial to its loyal readers. *Cleveland Magazine* covers home and garden, health and beauty, restaurants, nightlife, arts and entertainment, education, and more. *Cleveland Magazine* has 319,000 monthly readers.

The Audience

The *Cleveland Magazine* Silver Spoon Awards party attracts the most influential social and business leaders in the greater Cleveland area. Attendees are healthcare professionals and administrators, corporate leaders and their clients or staff, and affluent philanthropic supporters of the Arthritis Foundation.

Average event attendance	1,100+
Average family income*	\$135,000+
Percentage who have attended college*	80%
Average value of residence*	\$183,000
Readers who bought products or services as a result of reading an ad in <i>Cleveland Magazine</i> *	68%

*(based on *Cleveland Magazine* readership)

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Chef de Cuisine Presenting Sponsor

\$25,000

(\$22,350 tax deductible)

- **Exclusive event naming rights – name branded with the event title**
- **Company logo on Silver Spoon winner plaques** (2 year commitment)
- **Exclusive opportunity to feature chief executive officer as event Honorary Chair**
- **Feature article highlighting company in *Cleveland Magazine Arthritis Insert***
- 30 VIP Lounge tickets to the 2017 *Cleveland Magazine Silver Spoon Awards party* (includes general admission)
- Full-page, four color, back cover advertisement and listing in the *Cleveland Magazine Arthritis Insert* (\$7,371 value)
- Exclusive opportunity to provide promotional gift to all attendees
- Sponsor recognition in all radio and television promotional spots
- Opportunity to display video on event screen(s)
- Premier name/logo recognition on:
 - Save-the-date advertisements
 - Promotional piece placed in participating restaurants
 - Three *Cleveland Magazine* advertisements
 - Save-the-date rack card, to be placed in hundreds of regional locations
 - Invitation
 - Event website
 - Online and email communications
 - All event signage
- Video screen recognition on multiple screens throughout venue
- Full-page advertisement in the event program
- Acknowledgement by celebrity emcees
- Acknowledgment of your partnership on social media
- Opportunity to staff a display table to promote company's products/services
- Opportunity to receive a free arthritis educational presentation for your organization

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VIP Lounge Sponsor

\$15,000

(\$13,200 tax deductible)

- **Exclusive naming rights of the VIP Lounge attended by 400+ VIP pass holders.**
- 25 VIP Lounge tickets to the 2017 *Cleveland Magazine* Silver Spoon Awards party (*includes general admission*)
- Exclusive opportunity to include promotional materials in the VIP guests' gift bags
- Display table at VIP Lounge entrance providing opportunity to interact with guests as they enter and exit
- Opportunity to display video on screen(s) in VIP Lounge
- Exclusive opportunity to partner with the Arthritis Foundation to develop additional creative marketing strategies for this elite audience
- Special signage at the VIP Lounge
- Half-page advertisement (\$5,430 value) and listing in the *Cleveland Magazine* insert
- Prominent sponsor name/logo recognition on:
 - Three *Cleveland Magazine* advertisements
 - Save-the-date rack card, to be placed in hundreds of regional locations
 - Invitation
 - Event website
 - Online and email communications
 - All event signage
- Half-page advertisement in the event program
- Acknowledgement by celebrity emcees
- Acknowledgment of your partnership on social media
- Opportunity to staff a display table to promote company's products/services
- Opportunity to receive a free arthritis educational presentation for your organization

Executive Chef Sponsorship

\$10,000

(\$8,900 tax deductible)

- 20 VIP Lounge tickets to the 2017 *Cleveland Magazine* Silver Spoon Awards party (*includes general admission*)
- Half-page advertisement (\$5,430 value) and listing in the *Cleveland Magazine* insert
- Prominent sponsor name/logo recognition on:
 - Three *Cleveland Magazine* advertisements
 - Save-the-date rack card, to be placed in hundreds of regional locations
 - Invitation
 - Event website
 - Online and email communications
- Half-page advertisement in the event program
- Name/logo included on all event signage
- Opportunity to staff a display table to promote company's products/services
- Acknowledgement by celebrity emcees
- Acknowledgment of your partnership on social media
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Sommelier Sponsorship

\$7,500

(\$6,620 tax deductible)

- 16 VIP Lounge tickets to the 2017 *Cleveland Magazine* Silver Spoon Awards party (*includes general admission*)
- Quarter-page advertisement (\$2,875 value) and listing in the *Cleveland Magazine* insert
- Sponsor name/logo recognition on:
 - Three *Cleveland Magazine* advertisements
 - Invitation
 - Event website
 - Quarter-page advertisement in the event program
- Name/logo on all event signage
- Acknowledgement by celebrity emcees
- Acknowledgment of your partnership on social media
- Opportunity to receive a free arthritis educational presentation for your organization

Sous-Chef Sponsorship

\$5,000

(\$4,400 tax deductible)

- 8 VIP Lounge tickets to the 2017 *Cleveland Magazine* Silver Spoon Awards party (*includes general admission*)
- 4 general admission tickets to the 2017 *Cleveland Magazine* Silver Spoon Awards party
- 1/8-page advertisement (\$1,515 value) and listing in the *Cleveland Magazine* insert
- Listing on:
 - Three *Cleveland Magazine* advertisements
 - Invitation
 - Event Website
 - Listing in the event program
- Name/logo included on event signage
- Acknowledgment of your partnership on social media
- Opportunity to receive a free arthritis educational presentation for your organization

Valet Sponsorship

\$5,000

(\$4,400 tax deductible)

- 8 VIP Lounge tickets to the 2017 *Cleveland Magazine* Silver Spoon Awards party (*includes general admission*)
- 4 general admission tickets to the 2017 *Cleveland Magazine* Silver Spoon Awards party
- Opportunity to display a car at the entrance to the event
- Opportunity to include promotional materials in valet parked cars
- Opportunity to display banner/signage at valet/registration area
- Opportunity to staff a display table to promote company's products/services
- Listing on:
 - Three *Cleveland Magazine* advertisements
 - Invitation
 - Event Website
 - Listing in the event program
- Name/logo included on event signage
- Half-page advertisement in the event program
- Acknowledgement by celebrity emcees
- Acknowledgment of your partnership on social media
- Opportunity to receive a free arthritis educational presentation for your organization

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Photo Booth Sponsorship

\$4,000

(\$3,600 tax deductible)

- Opportunity to brand photo booth and individual photos
- 6 VIP Lounge tickets to the 2015 *Cleveland Magazine* Silver Spoon Awards party (*includes general admission*)
- Listing in the *Cleveland Magazine* insert
- Listing in the event program
- Listing on event website
- Listing on event signage
- Opportunity to receive a free "Working Successfully with Arthritis" presentation for your organization

Pastry Chef Sponsorship

\$2,500

(\$2,120 tax deductible)

- 4 VIP Lounge tickets to the 2017 *Cleveland Magazine* Silver Spoon Awards party (*includes general admission*)
- 4 general admission tickets to the 2017 *Cleveland Magazine* Silver Spoon Awards party
- Listing in the *Cleveland Magazine* insert
- Listing in the event program
- Listing on event website
- Listing on event signage
- Opportunity to receive a free arthritis educational presentation for your organization

Maître d' Sponsorship

\$1,500

(\$1,140 tax deductible)

- 6 general admission tickets to the 2017 *Cleveland Magazine* Silver Spoon Awards party
- Listing in the *Cleveland Magazine* insert
- Listing in the event program
- Listing on event website
- Listing on event signage
- Opportunity to receive a free arthritis educational presentation for your organization

For more information please contact:

Kristen Burnside

Community Development Manager

KBurnside@arthritis.org

216-285-2822

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2017 SPONSORSHIP RESPONSE FORM

23rd annual Cleveland Magazine Silver Spoon Awards Party



The level of sponsorship chosen is:

- ___ Chef de Cuisine Presenting Sponsor \$25,000
- ___ VIP Lounge Sponsor \$15,000
- ___ Executive Chef Sponsorship \$10,000
- ___ Sommelier Sponsorship \$7,500
- ___ Sous-Chef Sponsorship \$5,000
- ___ Valet Sponsorship \$5,000
- ___ Photo Booth \$4,000
- ___ Maître d' Sponsorship \$1,500

___ I am interested in learning more about Cleveland Magazine ad opportunities to benefit the Arthritis Foundation

Company _____
Name as you would like it to appear in all promotional materials.

PRIMARY CONTACT INFORMATION:

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Signature _____ Date _____

PAYMENT INFORMATION:

Enclosed is a check in the amount of \$ _____. *Check made payable to the Arthritis Foundation.*

Please send an invoice.

Please bill the credit card in the amount of \$ _____.
Visa MasterCard American Express Discover (circle choice)

Print Name as it appears on card _____

Card # _____ Exp. Date _____ Sec. Code: _____

Signature _____ Date _____

ADVERTISING CONTACT INFORMATION

Name _____

Phone _____ Email _____

Please forward your reply to the Arthritis Foundation.

Attn: Kristen Burnside | Arbor Court 1 | 30775 Bainbridge Rd. #210 | Solon, OH 44139
Phone: (216) 285-28222 | Email: kburnside@arthritis.org

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