



TASTE OF

ADAMS MORGAN

BENEFITING MARY'S CENTER

2020 Sponsorship Opportunities

Tuesday, June 16, 5-9PM

Adams Morgan Corridor

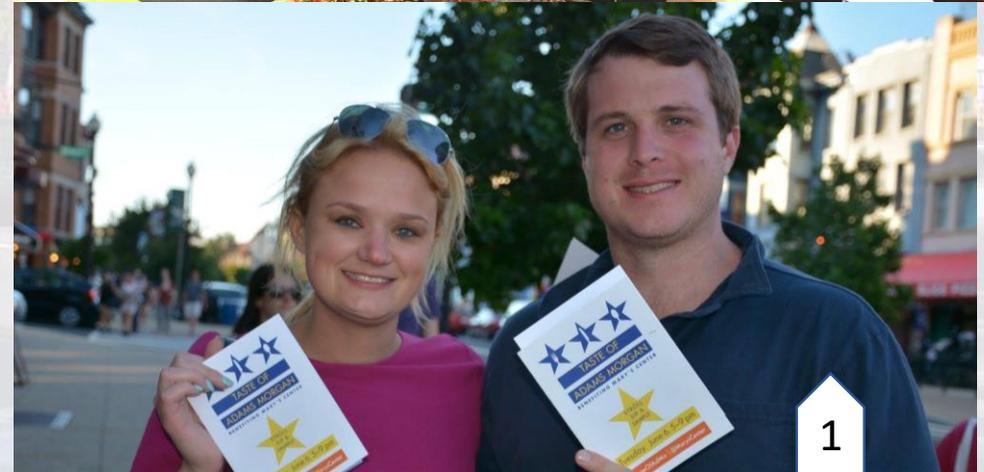
Washington, DC



Overview

Taste of Adams Morgan is an annual event celebrating its 8th year with creative tastes from more than 25 of the neighborhood's best restaurants. Participating restaurants provide samples to hundreds of attendees who purchase "taste" tickets. All proceeds benefit Mary's Center and the nearly 60,000 individuals who will be served this year.

This year's foodie festival will take place on Tuesday, June 16, 2020 in the Adams Morgan Corridor.



About Mary's Center

Mary's Center, founded in 1988, is a community health center providing healthcare, education, workforce development, and social services to individuals whose needs too often go unmet by the public and private systems.

We use a holistic, multipronged approach to help each participant access individualized services that set them on the path toward good health, stable families, and economic independence.

Founded on the belief that access to quality care is a human right and the foundation on which stronger communities are built, Mary's Center provides life –changing services to all - regardless of their ability to pay.



Mary's Center



Behavioral Health



Dental



Education



Medical



Social Services

Key Benefits

Taste of Adams Morgan grew from a small, volunteer-led initiative to a signature annual event selling thousands of tickets. **This is an incredible opportunity to:**

- **Market to the entire DC community.**

- i. Recognition on e-blasts to our email database of over 16,000 local supporters and festival event list of over 30,000 festival goers
- ii. Logo on the event webpage and Mary's Center social platforms, which a reach of 11,000+ individuals.

- **Align your brand with one of DC's most exciting culinary scene**

- i. In 2018, Eater DC named Adams Morgan as their Dining Neighborhood of the Year. Since then, the neighborhood's food scene has continued to push the city's palette with new restaurants and a diverse variety of new dishes, cocktails, and cuisines.

- **Target one of DC's most dynamic neighborhoods.**

- i. 90% of Adams Morgan's residents are 20 years of age or older
- ii. 79% of the neighborhood's residents have a bachelor's degree or higher education.
- iii. Average household income of \$115,000 and a median age of 33.5 years.
- iv. 24,000 people live within a 10-minute walk giving the neighborhood a walk score of 91 – a walker's paradise.

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Key Benefits (cont.)

- **Become a change-maker for a healthier future.**

- i. Align your company with our mission, and enhance your reputation as an organization committed to providing access to quality healthcare, education, workforce development, and social support to our region's most under-resourced families.

- **Work with a community institution with a research proven model of success.**

- i. Mary's Center recognized early on that caring only for physical health concerns was simply not enough. To put families on a path towards good health, stability, and economic independence, every part of an individual's life needs to be considered and offered the appropriate combination of healthcare, education, and social support.

With this in mind, we developed our Social Change Model (SCM), which allows us to offer medical, dental, and behavioral health services for the entire family, along with social services and family literacy services – all under one roof. In 2018, the Urban Institute and the National Institutes of Health (NIH) conducted an evaluation on the impact of our SCM, which explains how this integrated approach has shown to make people healthier.

Title Sponsor

\$5,000

- ❖ Exclusive recognition on all Taste of Adams Morgan Tasting Guide Covers (distributed to all event attendees)
- ❖ Main sponsor for the #TasteofAdMo Podcast Miniseries
 - Including 60 second ad (if sponsorship comes in before March 31)
- ❖ Prominent logo placement on all:
 - Event banners, printed materials, videos, and email communications
- ❖ Promotional tent space at the main registration station
- ❖ Dedicated email blast to list of over 55,000 subscribers announcing Title Sponsorship & Podcast Advertisement
- ❖ Dedicated social video recognition on all Mary's Center platforms
- ❖ Optional Facebook Live Interview with Mary's Center CEO
- ❖ Logo and link on event website
- ❖ Full-page ad in tasting guide
- ❖ 12 VIP Ticket passes included (\$960 value)



Main Ticket Sponsor

\$4,000

- ❖ Exclusive recognition on 4,000+ Taste of Adams Morgan tickets
- ❖ Logo on check-in area welcome signage – two check-in locations
- ❖ Logo placement on all event email communications with an email reach of 55,000 local supporters and festival goers
- ❖ Ad space in the Taste of AdMo Podcast Miniseries
 - 30 second ad (*if sponsorship comes in before March 31*)
- ❖ Dedicated social video recognition on all Mary's Center platforms
- ❖ Promotional Space for your organization at check-in
- ❖ Logo and link on event website
- ❖ Full-page ad in tasting guide
- ❖ 8 VIP Ticket passes included (\$640 value)



VIP Welcome Reception Sponsor

\$3,000

- ❖ Dedicated signage at the VIP Reception (6-7PM)
- ❖ Logo placement on all event email communications with an email reach of 55,000 local supporters and festival goers
- ❖ Logo placement in Tasting Guide (distributed to all event attendees).
- ❖ Logo on VIP Passport and VIP Bands
- ❖ Promotion prior to the event through press coverage, email blasts, social media, cross-promotion at other Mary's Center events
- ❖ Logo and link on event website
- ❖ Half page ad in tasting guide
- ❖ 6 VIP Ticket Passes Included (\$400 value)



Taste Beer Garden Sponsor

\$3,000

- ❖ Dedicated signage at the first ever Taste of AdMo Beer Garden
- ❖ Logo placement on all event email communications with an email reach of 55,000 local supporters and festival goers
- ❖ Logo placement in Tasting Guide (distributed to all event attendees).
- ❖ Logo on VIP Passport
- ❖ Promotion prior to the event through press coverage, email blasts, social media, cross-promotion at other Mary's Center events
- ❖ Logo and link on event website
- ❖ Half page ad in tasting guide
- ❖ 6 VIP Ticket Passes Included (\$400 value)



Volunteer Sponsor

\$2,000

- ❖ Option to place logo on promotional item (provided by company) in the Taste of Adams Morgan Volunteer Gift Bag (distributed to over 50 Taste volunteers)
- ❖ Logo recognition at registration stating volunteer sponsorship.
- ❖ Logo on all volunteer name badges
- ❖ Dedicated Facebook shout out & follow-up email with company link to all Taste of Adams Morgan volunteers
- ❖ Logo and link on event website
- ❖ Half page ad in tasting guide
- ❖ 2 VIP Ticket Passes Included (\$160 value)



Balloon & Booth Sponsor

\$1,800

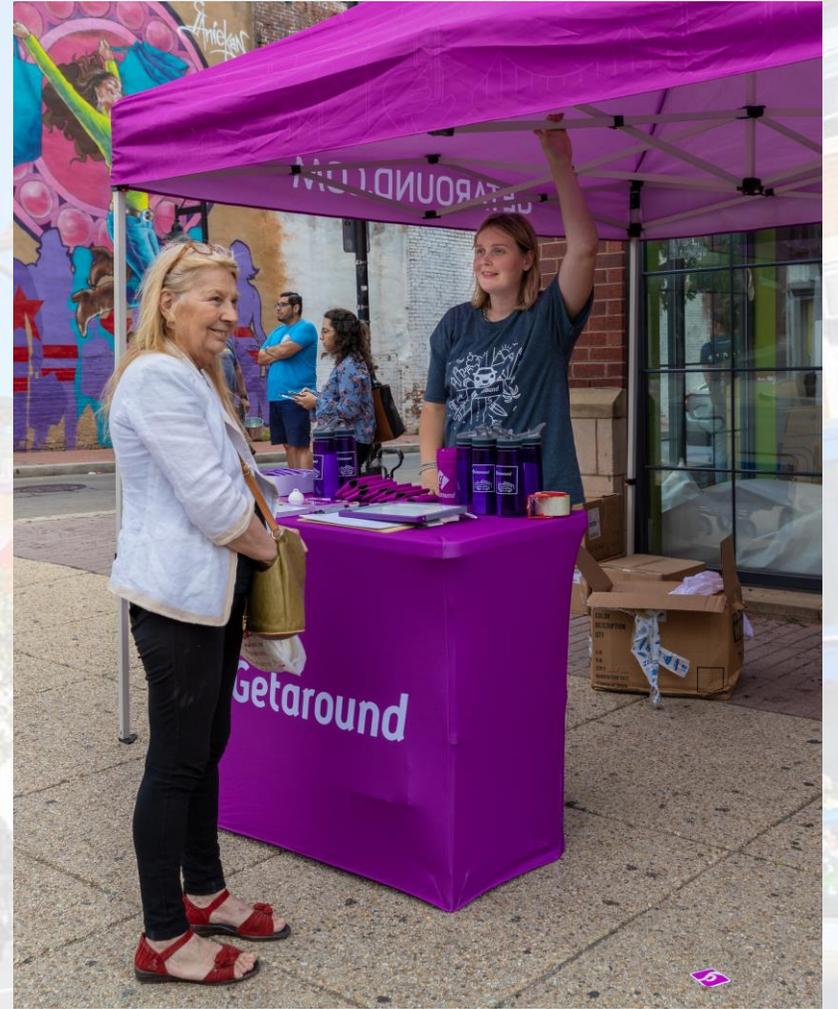
- ❖ Company logo on all restaurant balloons
- ❖ Company colors on all Registration Balloon Towers
- ❖ Booth at one of two check-in locations
- ❖ Logo and link on event website
- ❖ 2 VIP Ticket Passes Included (\$160 value)
- ❖ Half page ad in tasting guide



Booth Sponsor

\$800 – Limited Availability

- ❖ Booth next to Mary's Center information tent at the BB&T Plaza.
- ❖ Promoted on all event and Mary's Center social media platforms.
- ❖ Logo featured on website and in event email communications.
- ❖ Half page ad in tasting guide
- ❖ 10 Taste Tickets (\$100 value)



Taste Guide Advertisement

\$500 – Limited Availability

Advertise in our Tasting Guide to promote your business to all event attendees. Distributed at check-in, this guide lists the names, locations & menu offerings of all participating restaurants, guaranteeing your name will be seen by all!

- ❖ Half page ad in tasting guide given to all attendees
- ❖ 6 taste tickets (\$60 value)



Interested in Sponsoring?

Contact Antonio Caro, Development Officer at acar@maryscenter.org.

Thank you!

TASTE GUIDE AD SPECS

- Full Page Ads – 5” W x 7” H
- Half Page Ads - 5” W x 3.5”H

Artwork is **due by June 1st**. Acceptable formats are hi-resolution EPS, JPEG, or TIFF.



SAVING LIVES AND STRENGTHENING COMMUNITIES, ONE FAMILY AT A TIME.

2333 Ontario Road, NW
Washington, DC 2009

3912 Georgia Ave, NW
Washington, DC 20011

100 Gallatin Street, NE
Washington, DC 20011

344 University Blvd, W
Silver Spring, MD 20901

8909 Riggs Road
Adelphi, MD 20783



Mary's
Center