

**LeBon**  *Appétit*  
GREAT FOOD FOR A GREAT CAUSE



**CORPORATE SPONSORSHIP PROPOSAL**

Created and Hosted by Chef Kelly English &  
Presented by Le Bonheur Club, Inc. to Benefit

**LeBon**  **nhour**  
Children's Hospital

## CUISINE FOR A CAUSE

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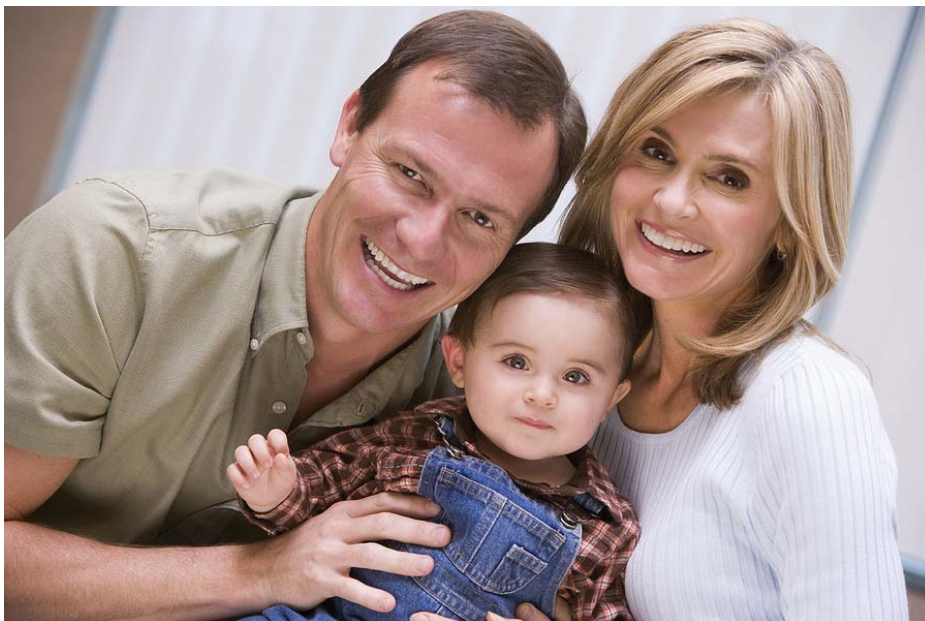
LeBonAppetit, presented by Le Bonheur Club, is a charity event benefiting Le Bonheur Children's Hospital, the region's only comprehensive pediatric medical facility. Le Bonheur Children's Hospital treats more than 130,000 children annually and is ranked as one of the nation's "Best Children's Hospital" by U.S. News & World Report.

Your partnership will enable us to complete our \$1 million dollar commitment to the Le Bonheur Child Life Endowment, a clinical program that is vitally important to reducing the trauma for children and families coping with the stress of a hospital stay.

Because we recognize that children need more than medicine to get well, Certified Child Life specialists assist children and families by planning individualized and group programs that utilize pre-operative teaching, medical play, distraction/diversion, normalization, infant stimulation and many other family-centered initiatives.

Child Life also provides ample social opportunities through special events and visitors, play rooms, the creative arts room, teen room, sedatives and pain medication. Because Le Bonheur believes in caring for the whole family, Child Life also works with siblings and other family members affected by a child's illness or trauma. Overall, Child Life specialists promote physical and mental activities that are an essential part of the healing process. Your support will help ensure the continued success of this critically important clinical program.

*"Children need more than  
medicine to get well!"*



# GOURMET DELIGHTS

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This extraordinary celebration of food and wine is the most prestigious gourmet benefit in Memphis. On April 5, 2014, patrons will gather at Minglewood Hall in the heart of Midtown Memphis to sample the finest delicacies prepared by 30 chefs from across the United states.

Guests will also have an opportunity to bid on fantastic one-of-a-kind items, many provided by the chefs themselves, in the silent auction and enjoy live music.

## Created & Hosted by Chef Kelly English

2009 Food & Wine magazine “Best New Chef,” Chef Kelly English is inspired by the familiar flavors from his childhood in southern Louisiana and incorporates that inspiration into each dish he cooks. English currently implements this inspiration for food and service in his sister restaurants, Restaurant Iris and The Second Line in Memphis, Tennessee. Kelly English has had a great deal of success in a relatively short career, resulting from his hard work and passion. After putting himself through college at the University of Mississippi by working as a cook in local kitchens, English decided to get serious about his passion for food. He graduated from the prestigious Culinary Institute of America at the top of his class, and studied both in Spain and France.



After years of working in some of New Orleans most celebrated restaurants, English went to Memphis with hopes of opening his own restaurant. He made that dream a reality with the opening of Restaurant Iris in 2008. In 2010, English was named a James Beard Award Semifinalist for Best Chef: Southeast. Also in 2010, he appeared on the Food Network’s “The Best Thing I Ever Ate,” and earned the Memphis Restaurant Association’s “Restaurateur of the Year” award. In February 2012, English was named Memphis’ “Prince of Porc” in the national COCHON555 competition, earning him a seat at the 2012 Aspen Food & Wine Festival.

English has been featured in the popular cooking magazines Food & Wine magazine, Everyday with Rachel Ray and Bon Appétit, the cookbook Wild Abundance, and has cooked alongside Wolfgang Puck at the American Wine and Food Festival. English also serves on the Founder’s Council for the Atlanta Food & Wine Festival and was named a “Young Memphian” by the Greater Memphis Chamber of Commerce and “Top 40 Under 40” by the Memphis Business Journal in 2013. Restaurant Iris, a charming French-Creole restaurant near the historic Overton Square of midtown Memphis, has taken the Memphis dining scene by storm. Among its many accolades, Restaurant Iris has received a four-star review from the Commercial Appeal and was voted “Best Fine Dining” and “Best Date Night” in the publication’s “Memphis Most” Reader’s Poll.

Restaurant Iris was also voted Memphis’ “Best Restaurant,” “Best Chef” and “Best Service” four years in a row by Memphis magazine readers. In 2013, 2012, 2011, 2010 and 2009, Memphis Flyer readers voted English and Restaurant Iris “Best Restaurant” and “Best Chef.” Restaurant Iris was named “Editors Choice: Best Restaurant” by At Home Tennessee, “Best Bet Outside of Louisiana” by Louisiana Life magazine, and “Hot New Restaurant” by Delta magazine. English’s second restaurant, The Second Line, is located right next door to its older sister in Midtown Memphis. The Second Line boasts a casual atmosphere, complete with traditional New Orleans favorites like po’ boys, seafood plates, roasted meats, all served in a bar. The Second Line continues English’s commitment from Restaurant Iris to use fresh and local ingredients whenever possible on all menu items.

# GREAT EXPOSURE

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LeBonAppetit is a one of a kind sponsorship and community outreach opportunity. With Memphis' central location and vibrant tourism industry, LeBonAppetit will attract both local and visitors alike.

Through public relations efforts, social media, radio, television and print mediums, as well as grass roots community outreach spearheaded by the Le Bonheur Club membership, your brand will receive the positive regional /local exposure and goodwill that our sponsors deserve.

## EXPOSURE

- **Logo or name prominently displayed** in all printed materials related to the sponsored event or programs. Material may include brochures, posters, invitations, postcards, banners, participant materials, table tents, and more.
- **Potential for online exposure/social media resources.**  
Website integration, email blasts, and Facebook posts
- **Potential for media exposure** through media coverage and event public relations efforts

*Child Life Service is provided at no cost  
and strives to make service  
available to all patients and families  
treated at Le Bonheur Children's Hospital.*

# CORPORATE SPONSORSHIP BENEFITS

As an honored sponsor, your company will have the opportunity to be integrated into LeBonAppetit's venue, printed materials, and online ad space. LeBonAppetit has developed several customized packages at different commitment levels, all which consist of high-impact brand awareness and marketing elements. All profits generated will be used to fund the Le Bonheur Club Child Life Endowment.

	Title Sponsor	Premier Sponsor	Chef Sponsor
<b>Limit</b>	1	3	30 (1 per chef)
<b>Contribution</b>	\$50,000	\$25,000	\$10,000
	First Right of Refusal for 2016 Event	First Right of Refusal for 2016 Event	First Right of Refusal for 2016 Event

**SOLD**

Media Recognition			
Ad Size	Size 50% of event logo on all advertising	Size 30% of event logo on all advertising	Name Listed
Print Ads	*	*	*
Billboards/Posters	*	*	*
Radio/Television/Web	*	*	*
Website/Facebook	*	*	*
Social Media	*	*	*

Event Recognition			
Chef Jacket	Logo on all jackets	Logo on all jackets	Logo on sponsored chef's jacket
Digital Signage	1 minute promotion	45 second promotion	30 second promotion
Program	*	*	*

Event Tickets			
Complimentary Valet Parking	10	10	10
Pre-Party (day prior to event)	10	10	6
VIP Lounge (night of event)	10	10	10
Event Tickets	10	10	10
Reserved Table	yes	yes	yes

<b>Other Events</b>	Dinner for 8 by Celebrity Chef	Dinner for 6 by Celebrity Chef	n/a
	VIP Tour of hospital	VIP Tour of hospital	VIP Tour of Hospital

# REGISTRATION FORM

Company/Sponsor Name: \_\_\_\_\_

Address: \_\_\_\_\_

Company Executive: \_\_\_\_\_ Title: \_\_\_\_\_

Name of individual who should be contacted for additional information and details:

Contact Person \_\_\_\_\_ Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

YES! We will be the \$50,000 Title Sponsor

YES! We will be a \$25,000 Premier Sponsor

YES! We will be a \$10,000 Chef Sponsor

We are unable to attend, but enclosed is a contribution of: \_\_\_\_\_

To pay by credit card, please complete the following information:

Visa       MasterCard      Exp. Date: \_\_\_\_\_

Card #: \_\_\_\_\_ Name on Card: \_\_\_\_\_

Please print name: \_\_\_\_\_

Signature: \_\_\_\_\_

A check is enclosed, payable to Le Bonheur Club, Inc.

Please send an invoice to the address above.

Mail response form and payment to:

Le Bonheur Club, Inc.  
1047 Cresthaven  
Memphis, TN 38119

For Questions, please contact Jenny Vergos at (901) 634-2271.