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Dear Prospective Sponsors,

Over the years, NEWH New York has awarded a total of **\$697,000** to students in architecture, interior design, hotel management, and culinary arts. Last year we awarded **\$50,500** in scholarships. This year, despite the challenging times we are all experiencing, (including the students to which we provide scholarships) we are committed to continuing to raise money to assist with our fundraising efforts.

We are asking our Hospitality community to come together to help produce the first volume of the **NEWH New York Chapter Cookbook**. This new fundraising initiative is timely and relevant as we have all likely cooked at home a bit more than normal over the last few months. Additionally, it will allow us the opportunity to continue to connect and share with our community until we can all enjoy each other's company in person at large gatherings (like Product Runway in 2021)! This cookbook is also being created in honor of the late Helen Marcus, a member of NEWH's founding chapter and the creator of the original NEWH Cookbook produced in 1995!

In order to make this event a success, we need your help: we have several great sponsorship opportunities, detailed below, that we hope you will consider. If you are not able to sponsor, please consider purchasing a cookbook in Winter of 2020!

We recognize sponsorship dollars may be limited, so we have several great opportunities to get involved. If you are not able to sponsor, please consider supporting a designer membership or ordering books in bulk as gifts.

Please note that all proceeds from the cookbook will go directly to NEWH's mission of education and scholarship. NEWH is a 501c3 and contributions are tax-deductible.

Let us know if you need any further information and thank you in advance for your support!

NEWH New York Board

For more information, please contact:
John Roberts fundraising.newhny@gmail.com

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Regional Groups: Atlantic City/Philadelphia – Cincinnati – Mid-South – New England – North Carolina – Orange County – Paris – Pittsburgh – South Carolina – Vancouver

Thanking NEWH's 2020 Corporate Partners

Benefactor: DURKAN HOSPITALITY | FABRICUT CONTRACT/S. HARRIS | RH CONTRACT | SIGNATURE | ULSTER **Patron** BERNHARDT HOSPITALITY | BOUTIQUE DESIGN GROUP | BRINTONS | DELTA FAUCET COMPANY | HOSPITALITY DESIGN GROUP | INSTALLATION SERVICE GROUP | MILLIKEN FLOORS | MOEN / HOUSE OF ROHL | P/KAUFMANN CONTRACT | VALLEY FORGE FABRICS **Supporting:** AMERICAN ATELIER, INC. | ARTERIORS CONTRACT | ARTLINE GROUP | ASHLEY LIGHTING, INC. | ATLAS MASLAND | CRYPTON + NANOTEX | DOWN ETC | ENCORE HOSPITALITY CARPET | FABRIC INNOVATIONS, INC. | FAIRMONT DESIGNS | KIMBALL HOSPITALITY | LILY JACK | MANDY LI COLLECTION | PORCELANOSA USA | RICHLOOM CONTRACT | SEM FIM | SERTA SIMMONS HOSPITALITY | SÉURA INCORPORATED | SHAW CONTRACT HOSPITALITY | SHELBY WILLIAMS | SUMMER CLASSICS CONTRACT | TARKETT HOSPITALITY | TROPITONE FURNITURE COMPANY | VAUGHAN BENZ | W A L T E R S

Cookbook Details

Important Facts

- A Team can consist of the following:
 1. Vendor/Non-Vendor Paired Team (to be sponsored by a vendor)
 2. Mixture of People/Companies (this is not limited to designers and manufacturers)
- The team needs to provide team members and select a category. Categories include: Appetizer, Entrée, Dessert. There is limited space available per category and will be determined on a first come first served basis.
- Each team will receive one finished cookbook

SPONSORS - to sponsor a team (\$750 Full or \$350 Half) - Sold out

- Choose your design team sponsorship level
- Select a team or individual to pair up with (if you so choose). We can assist with this as well... just let us know!
- If you choose a half sponsorship, you will need to find another sponsor to pair up with, or we can assist.
- Provide the needed items required by your design team (recipe ingredients and product) to create, plate and photograph the dish on a stunning table setting. *Note: Sponsor is responsible for providing up to \$150 of food items and product is limited to \$200 (value).*
- Each sponsor will receive a cookbook.

Cookbook Layout



NEWH Cookbook Sponsorship Menu

Advertisement Level 1 (6 Available)

Investment: \$350

Benefits:

- Back interior page
- Half Page advertisement in full color (shared with a non-competing vendor)
- 2 cookbooks

Please note no competing manufacturers will be paired together on this single page, first come first served basis. Competing ones might be on the facing page.

Advertisement Level 2 (2 Available)

Investment: \$200

Benefits:

- Back of the cookbook notes pages
- Watermarked Logo on all the notes pages (2 pages total- 4 sides)
- 1 cookbook

Please note no competing manufacturers will be paired together on this, first come first served basis

Advertisement Level 3 (25 Available)

Investment: \$100

Benefits:

- Inside Back Page
- Logo placement in full color, 12-13 per page
- 1 cookbook

Sponsor a Category (1 Available per Category)

Investment: \$200

Benefits:

- Logo on the Category Dividing page
 - Appetizer (sold)
 - Entrée
 - Dessert
- Full Color Logo
- 1 cookbook

Packaging Level 1 (2 Available)

Investment: \$250

Benefits:

- Logo in Black and white or name of company on tissue that wraps every book
- 1 cookbook to give away

Please note no competing manufacturers will be paired together on this, first come first served basis

Packaging Level 2 (1 Available)

Investment: \$150

Benefits:

- Logo on the Seal Sticker
- Sticker to hold packaging
- Pre-Order 1 Cookbook by November 1st

Sponsorships are limited and are on a first come, first serve basis. Sponsorships will be confirmed upon receipt of payment. All contributions are tax deductible.

Sponsorship Request (choose one):

- | | |
|--|---|
| <input type="checkbox"/> Full Design Team \$750 - (sold) | <input type="checkbox"/> Sponsor a Category \$200 |
| <input type="checkbox"/> Half Design Team \$350 - (sold) | <input type="radio"/> Appetizer (sold) |
| <input type="checkbox"/> Advertisement Level 1 \$350 | <input type="radio"/> Entrée |
| <input type="checkbox"/> Advertisement Level 2 \$200 | <input type="radio"/> Dessert |
| <input type="checkbox"/> Advertisement Level 3 \$100 | <input type="checkbox"/> Packaging Level 1 \$250 |
| | <input type="checkbox"/> Packaging Level 2 \$150 |

Fill out credit card payment below or make checks payable to NEWH New York Chapter and mail this completed form to:

NEWH/New York
Susan Huntington
PO Box 322
Shawano, WI 54166

**Click here to sign up
and pay online!**

FORM OF PAYMENT

- Check Enclosed** for the amount of \$_____, made payable to NEWH/New York and mail to address above
- Bank Account via ACH** (please contact susan.huntington@newh.org or call 800-593-6394 to pay via ACH)
- Invoice me** to the address below. Note: sponsorship is not final until payment has been received by NEWH/New York, and payment must be received no later than October 12th, 2020.

Company Name: _____

Contact: _____

Address: _____

Email: _____ Phone: _____

- Credit card** – charge my card \$_____

American Express

MasterCard

Visa

Credit Card No.: _____ CVC Code: _____ Exp. Date: _____

Name on Card: _____

Billing Street Address: _____

Billing City/State/Zip: _____

Signature: _____

Please email Fundraising (fundraising.newhny@gmail.com) with any questions