

EDUCATED *Taste*

A CHARITY EVENT • SPONSORED BY THE MSU ALUMNI CLUB OF BAY COUNTY



An Evening of
**Hors d'Oeuvres,
Beer, Wine and Spirits Tasting
for Scholarships**

Live Entertainment ~ Silent Auction
Meet Purveyors of Fine Food and Drink

May 7, 2014

Doors Open at 6:00 p.m.

Atrium

1100 N. Water, Downtown Bay City, MI

Tickets available at Atrium, Stein Haus or from MSU Alumni Club of Bay County
Proceeds fund scholarships to Bay County students attending Michigan State University

**Advance Tickets
with Souvenir
Glass \$35
At the Door \$40**



Fabiano Brothers



artigiane

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Announcing the 4th edition of EDUCATED *Taste* in Bay City!

This not-to-be-missed social event draws beer, wine and epicurean enthusiasts from the area for a lively and entertaining evening. High profile beer and wine purveyors are on hand to share their knowledge of the evening's featured beverages, which are each paired with creative, delicious hors d'oeuvres prepared by our host, **Atrium Restaurant**. Party-goers also have the chance to bid on quality items such as name brand merchandise, gift certificates to local and regional retailers, entertainment events and collegiate merchandise.

Our goal is to continue to offer six \$1000 scholarships in 2014, awarded to a student from each of Bay County's six high schools, and build our reserve funds for the future. Those awards will bring us to a total of \$74,000 in scholarship monies awarded to Bay County youth by our organization. Funds raised in excess of immediate need will be added to our reserves, which are deposited with the Bay Area Community Foundation for an endowed scholarship.

You have been identified as a good match for our audience and we invite you to help make this year's event a success, whether as an attendee, donor or both. There are a variety of ways you can support this scholarship fundraiser. Please see the attached sheet for sponsorship details.

We are interested in high-quality products or services to place in our event auctions (minimum value requested \$50). Of special interest are electronics, travel & dining certificates and professional services. Items should appeal to the demographic of our attendees, typically moderate income to affluent couples over 40 years of age. Smaller donations will be grouped with others to create attractive packages of interest to our clientele (i.e. hotel stay paired with dinner).

We are aware that you may receive frequent charity requests and appreciate your consideration. We believe that choosing to invest in Bay County youth is important to the Great Lakes Bay Region we call home.

Thank You,

The Educated Taste Committee

Member Phone: _____

Member Email: _____

MSU Alumni Club of Bay County

1020 N. Water St., Bay City, MI 48708

(989) 798-0983 • (989) 233-4426

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WHEN: WEDNESDAY, MAY 7, 2014 • 6 - 9 P.M.

WHERE: ATRIUM RESTAURANT, DOWNTOWN BAY CITY

WHY: SCHOLARSHIP FUNDING

SIGNATURE EVENT SPONSOR (1 AVAILABLE) \$1500

Sponsor's name bylined under event name on all flyers, posters, tickets, press releases, all printed promotional materials

Sponsor promoted and linked to at our website

Sponsor signage at event

Sponsor receives four (4) event tickets (value \$160)

TASTING STATION SPONSOR (6 AVAILABLE) \$500*

Signage at event station

Sponsor receives two (2) event tickets (value \$80)

Sponsor chooses station of sponsorship, subject to availability

Sponsor may provide additional literature or products for display at station

Sponsor may provide staff representative to personally greet guests at station

Stations planned include themed hors d'oeuvres with paired beverages

**Tasting Station may be co-sponsored with another business for \$250 in which case each co-sponsor will receive one (1) event ticket*

OTHER SPONSORSHIP AREAS \$75 & UP

Sponsors needed for these areas and more:

Ticket Printing (\$75)

Print Advertising Campaign (\$250)

Lottery Ticket Board (\$100)

Souvenir Glassware (\$250) SOLD

Soft Drink Station (\$125)

Photo Booth (\$350) SOLD

Strolling Musician (\$150)

Radio Campaign The Bay 104.1 (\$500 & up)

LIVE & SILENT AUCTION

Accepting gift certificates and high quality merchandise. We will happily include your brochure, cards and any literature promoting your business for display with the item.

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DONOR FORM

AN EVENING OF BEER, WINE AND HORS D'OEUVRE TASTING • MAY 7, 2014 • ATRIUM RESTAURANT

Donor name _____
Address _____ City _____ State _____ Zip _____
Cash Donation \$ _____ Event/Item Sponsorship _____ \$ _____
Item or Service donated for Silent Auction or Raffle _____
Description _____
Club Representative _____

Please keep this section for your records, THANK YOU!

www.BayCountyMSUAlum.com • 1020 North Water Street • Bay City, MI 48708

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This section may be returned to MSU Alumni Club of Bay County at the address below

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