

RECIPE FOR EMPOWERMENT

Sponsorship Package



VicenteFerrer

Empowering rural India

OUR STORY



The Vicente Ferrer Foundation was founded in India in 1947 and has since expanded to include offices throughout Spain and recently the United States.

VFF embraces a whole-village approach emphasizing self-sufficiency. VFF USA empowers the people to build up their own communities, to break down centuries of ingrained discrimination, and to take charge of their own lives.

VFF USA helps identify and remove the barriers to progress with our partners in India. We consider the people of India to be the main players in the process of their own improvement.

As Father Ferrer put it in his pithy way: "Action is a flame that never goes out." The story of VFF is the story of action over words.

We are changing lives by addressing the interconnected web of issues affecting every impoverished family: hunger, housing, healthcare, education, discrimination and sustainable farming. In this way, we are breaking the cycle of extreme poverty by empowering lives. We're not asking for charity. **We are seeking real solutions. We are seeking transformation.**

Today, because one man dared to imagine the impossible, the organization has worked in **3,589 villages** and **impacted more than 3.6 million people's lives.**



1875 Connecticut Ave NW
10th Floor
Washington, DC 20009



www.vffusa.org
info@vffusa.org
202.798.5269



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OUR PROJECTS

EDUCATION FOR EMPOWERMENT

Provide **80 students with a bike** so they have the chance to enroll in high school in Narpala. A simple bicycle can make the difference in **ensuring students do not drop out** and have exceptional attendance.



HEALTH EQUITY

Support the **most marginalized communities** with access to healthcare and donate to our **5 hospitals** and **14 rural health clinics** throughout Andhra Pradesh and Telangana.



RURAL INFRASTRUCTURE

Build a home for a family in need for **\$2,500**. **VFF helps women become leaders** by making them independent home owners. **19 families** in Thottivariipalli await your support.



SUSTAINABLE AGRICULTURE

Build a **rain water collection check-dam** in Mallenipalliu which will bring water back to **42 community wells** benefiting **912 people** and allowing **25 rural farmers access to the water** they need to farm.



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EVENT SUMMARY

Join VFF USA for our annual event, **“Recipe for Empowerment”** on Friday, October 6th, 2017 in Washington DC.

The event **brings together top Spanish, Indian and American chefs from the D.C. metro area** to show the interconnectedness of the world through food. Celebrate with taste-makers, media, and celebrity chefs who support the VFF mission in India.

VFF USA is a non-profit organization committed to empowering rural India. Our local community partners identify the most pressing needs and we provide tools, organizational capacity, and funds based upon their priorities. We have **47 years of history in India, helping over 3.6 million people escape poverty** and we recently celebrated our 20th anniversary in Spain.

Last year the **250 guests contributed \$100,000 to directly impact 300 victims of human trafficking and domestic violence.**

Because of this event, they learned job skills like tailoring, small batch cleaning supply manufacturing, and other areas. The women will complete the program next month and we anticipate that 90% will be able to support themselves and their families for a better future within three months.

This year our goal is to **raise \$300,000 which will support the construction of a rain water collection dam, drip irrigation systems for rural farmers, a community school and center,** among numerous other programs throughout Andhra Pradesh India.



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GROWING OUR BRANDS TOGETHER

EVENT ATTENDEES 2016



250 event attendees. In 2017 we expect to **double** the number of guests.



DC Metro Area decision makers including **Indian - American, Spaniards, among other diverse community members.**



60%
Of our guests are **C - Level Executives.**



\$150,000 - \$200,000
Average household salary of attendees.



3-5
Times per week attendees dine in restaurants.



40-50
Average age of attendees.



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CELEBRITY INFLUENCERS



Jose Andres

- Joined Washington restaurateur Ashok Bajaj in 2005 to open the **140-seat indian hot spot Rasika**.
- Rasika is derived from Sanskrit meaning **'flavors'** and Chef Vikram continues to please critics, celebrities and patrons with his authentic Indian fare with modern fare.
- Captured the RAMMY Award for **'Chef of the Year'** in 2012.



Rafa Nadal

- Indian - Canadian actor who plays the ever-faithful **Dr. Jackson on The 100**.
- Guest roles on such fan favorite Sci-Fi shows as **Fringe, Smallville, Supernatural, and Arrow**.
- Huge advocate of anti-bullying and racism, he hopes to use his voice to **help inspire and promote change** by sharing his stories about his diverse upbringing and supporting VFF USA.

- Named one of **Time's '100 Most Influential People'** and awarded **'Outstanding Chef'** by the James Beard Foundation.
- Internationally-recognized culinary innovator, author, educator, television personality, humanitarian and **chef/owner of ThinkFoodGroup**.
- Only chef globally that has both a **two-star Michelin** restaurant and **four Bib Gourmands**.



Vikram Sunderam

- The Rafa Nadal Foundation in partnership with VFF created the **Tennis and Education Center in Anantapur**.
- **200 students** each year participate in inclusive sports and English classes.
- Has won a record **nine French Open singles titles** and is one of only two men to win all four majors and Olympic gold.



Sachin Sahel



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MEDIA IMPACT

WASHINGTONIAN

UNA PUBLICACIÓN DE The Washington Post
El Tiempo Latino

Indian Currents
JOURNALISM WITH A SOUL

INDIAWEST
Best Indian Newspaper in Print & Online

el Periódico

The New York Times

BuzzFeed

USA TODAY

THE AMERICAN
BAZAAR

abc NEWS

EFE:

YAHOO!
NEWS

In My
BOWL

A PLANT EATER'S MANIFESTO



brown girl
smart, hip, beautiful



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SPONSORSHIP OPPORTUNITIES

1 TITLE SPONSOR \$25,000

- Company name/logo prominently featured as the Title Sponsor (“company’s name’s” Receipt for Empowerment) on all event promotional materials (invitations, program books, posters, mailers, email, social graphics and banners etc.) and event media (press, television, radio, and social media).
- **Linkable logo and company description** on Recipe for Empowerment Event Website for 8 months.
- 12 complimentary VIP tickets to the event.
- Complimentary advertisement in the Recipe for Empowerment program book.
- Prominent **full-screen advertisement** throughout the event on venue displays.
- Company name/logo featured in all event email blasts with link to website.
- Social media posts announcing official partnership in VFF USA’s Recipe for Empowerment event on Facebook, Instagram, and Twitter.
- With your **\$25,000 contribution** VFF USA will build a rain water collection check-dam in Mallenipalliu which will bring water back to 42 community wells benefiting 912 people and allowing 25 rural farmers access to the water they need to farm.

2 PRESENTING SPONSOR \$15,000

- **Recognition as exclusive Presenting Sponsor** on all event promotional materials (invitations, program books, posters, mailers, email, social graphics and banners etc.) and event media (press, television, radio, and social media).
- Complimentary **advertisement in the Recipe for Empowerment program book**.
- 10 Complimentary VIP Tickets to the event.
- Linkable logo on Recipe for Empowerment Event Website for 8 months.
- Official sponsor of Early Bird Tickets (announced in August).
- Company name/logo featured in event email blasts with hyperlink.
- **Social media mentions** on Facebook, Twitter, and Instagram.
- With your \$15,000 contribution **VFF USA will build a community center in Thappetavaripalli that will be used by 12 people with disabilities** for their weekly meetings, the local community health worker, 48 women leaders for weekly meetings, and 98 children for after school support.



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3 MASTER CHEF SPONSOR \$5,000

- **Recognition as Master Chef sponsor** on all event promotional materials (invitations, program books, posters, mailers, etc.).
- Complimentary advertisement in the Recipe for Empowerment program book.
- **8 Complimentary VIP Tickets** to the event.
- “Master Chef” sponsorship acknowledgement during program presentation.
- Company Logo/Name on event venue displays.
- Company name listed on VFF USA website, event pages, and Facebook page with link.
- Company name listed in thank you email following the event.
- **With your \$5,000 contribution VFF USA will make sure that 80 students have the chance to enroll in high school by providing them with a bike.** A simple bicycle can make the difference in ensuring students do not drop out and have exceptional attendance.

Add on \$5,000 – All chefs will wear a Recipe for Empowerment Chef Coat embroidered with company logo.



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SPONSORSHIP AGREEMENT FORM

PLEASE CHECK ALL THAT APPLY

We select to be the following level sponsor (check one):

- Exclusive (\$25,000) Presenting (\$15,000) Master Chef (\$5,000)
- Purchase a dozen tickets (\$1,000)
- We cannot officially sponsor, but please accept our contribution: \$

PARTNER INFORMATION

Company name:

Company contact name:

Address:

City/State/Zip:

Phone:

E-mail:

Signature: Date:

PAYMENT INFORMATION

- Check (made payable to Vicente Ferrer Foundation USA)
- Master Card Visa

Name on Card:

Card Number:

Exp. Date Card Verification Code (CVC):

Billing Address Contact Phone Number:

Company Contact Name (authorized):

Company Contact Signature (authorized):

VFF USA - SPONSORSHIP AGREEMENT

Please return completed form to info@vffusa.org or by mail:
 VFF USA 1875 Connecticut Ave. NW, 10th Floor - Washington, D.C. 20009



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AUCTION FORM

Contact name:

Name for donor recognition in event material:

Business name:

Phone: E-mail:.....

What source of media channels can we use to recognize your gift?

Facebook:
 Instagram:
 Twitter:

Item/Donation description:

Please be as specific as possible. Include color, size, style, and all information necessary to accurately describe the item in promotional materials. Brochures, menus, photos, or other materials are welcome and will be used for display at the event. Unless otherwise specified, all items/services must be used by October 2018.

.....

Estimated value of item/donation: \$.....

All donations to VFF USA are tax deductible to the full extent allowed by Federal Law.
 Our Federal Tax ID# is 46-2351926.
 Please return completed form to **intern@vffusa.org** or by mail: 1875 Connecticut Avenue NW 10th Floor, Washington DC 20009