

The Fifth Annual Tim Mote "Taste of DeSoto" benefiting the American Liver Foundation on Tuesday, March 24, 2009 at the Arena at Southaven is a showcase of DeSoto County's best dining experiences highlighting the cuisine of more than 48 DeSoto County restaurants. This event honors Tim Mote and all DeSoto County liver transplant recipients. Tim Mote, a DeSoto County businessman, received a liver transplant in 2004. He was diagnosed with Non-Alcoholic Steatohepatitis (NASH) which is a liver disease with a potential to cause cirrhosis, liver failure and liver cancer. The Taste of DeSoto now carries Tim's name due to his dedication and enthusiasm in spreading the word about liver wellness and helping others with liver disease. Tim's prognosis is to live a normal healthy lifestyle.

Last year, with an attendance of approximately 1200, this event made a net profit of over \$37,000 for the programs and services of the American Liver Foundation Mid-South Chapter.

The American Liver Foundation (ALF) is the nation's leading nonprofit organization promoting liver health and disease prevention. ALF provides research, education and advocacy for those affected by liver-related diseases, including hepatitis.

CONTACT US:

American Liver Foundation
 Mid-South Chapter
 5050 Poplar Avenue, Suite 1526
 Memphis, TN 38157

901-766-7668 (local)
 866-756-7668 (toll free)
 901-766-2061 (fax)
www.liverfoundation.org



2008 Taste of DeSoto Contest Winners: (from left): Jacob Dries & Donnie Chambliss, The Grove Coffee House; John Woods, First Choice Catering and Banquet Hall; Karen Brown & Gidget Evans, Brown Baguette Cafe; Joshua Cobbs, Mesquite Chop House; Brent Brown, Brown Baguette Cafe (not pictured: Joe Weiss, Blue & White Restaurant)

About the American Liver Foundation

The American Liver Foundation was created in 1976 by the American Association for the Study of Liver Disease (AASLD). This organization of scientists and healthcare professionals was concerned with the rising incidence of liver disease and the lack of awareness among both the general public and the medical community. The mission, the programs and the services provided by ALF complement the great work of AASLD.

American Liver Foundation makes a measurable difference in the fight against liver disease by providing financial support for medical research, education for medical professionals, advocacy and information for patients and their families, and by creating public awareness campaigns about liver wellness and disease prevention.

The American Liver Foundation Mid-South Chapter was founded in 2001 to serve the needs of people with liver disease, their families and their health care providers in Tennessee, Mississippi and Arkansas.

For more information, visit www.liverfoundation.org or call 901-766-7668.



Sponsorship Opportunities

March 24, 2009
The Arena at Southaven
5:30 - 9:00 p.m.



Presenting Sponsor

\$10,000

Taste of DeSoto provides an excellent marketing opportunity for your company while showcasing your community involvement and commitment. Your sponsorship will provide valuable resources in the fight to end liver disease.



SPONSOR BENEFITS

- Logo prominent in all event related promotions
- Logo prominent on all pre-publicity materials printed for the event, including, but not limited to Posters, Tickets, Save the Date cards, DeSoto Times advertising
- Name on signed and numbered Taste of DeSoto prints, given to sponsors and participating restaurants to hang in their establishments.
- 20 Event tickets with access to VIP lounge & bar
- 2 drink tickets per guest
- Private wait staff
- Verbal Recognition from the stage throughout the event
- Opportunity for company representative to speak at the event
- Prominent banner placement inside the arena during the event
- Inside cover full-page ad in the event program
- ALF website with a logo link to your website
- Optional Event Day Marketing Opportunity (additional cost): i.e., wristbands, plates, napkins, cups, etc.

Silver Sponsor

\$1,000
(cash)

\$2,500
(in-kind)



SPONSOR BENEFITS

- Company Name prominent on all pre-publicity materials printed for the event, including, but not limited to Posters, Tickets, Save the Date cards, DeSoto Times advertising.
- 8 Event tickets
- Reserved table in the arena
- 2 complimentary bottles of wine
- Table sponsor signage
- Verbal Recognition from the stage
- Name recognition on sponsor sign during event
- Quarter-page ad in the event program
- ALF website with a logo link to your website

Table Sponsor

\$500
(cash)

\$1,000
(in-kind)



- 8 Event tickets
- Reserved table in the arena
- 2 complimentary bottles of wine
- Table sponsorship signage
- Company listing in the event program
- Verbal Recognition from the stage

Platinum Sponsor

\$5,000
(cash)

\$10,000
(in-kind)



- Logo prominent on all pre-publicity materials printed for the event, including, but not limited to Posters, Tickets, Save the Date cards, DeSoto Times advertising
- 10 Event tickets with access to VIP lounge and bar
- 2 drink tickets per guest
- Private wait staff
- Verbal Recognition from the stage throughout the event
- Prominent banner placement inside the arena during the event
- Full-page ad in the event program
- ALF website with a logo link to your website

Special Event Sponsors

Taste of DeSoto Art Reception.....\$1,500

DeSoto County artists submit their "vision of culinary art" to be used to publicize the annual Taste of DeSoto charity event. Event sponsors and Owners/General Managers of the Taste of DeSoto participating restaurants are invited to attend a reception where they are the judges of the art contest entries.

Taste of DeSoto Sponsor Appreciation Dinner.....\$1,500

The Taste of DeSoto Appreciation Dinner will become an annual event honoring current sponsors and introducing potential sponsors to the benefits they will receive by their participation. This tasting dinner is prepared by the previous year's award winning restaurants.

Taste of DeSoto Volunteer Reception.....\$1,500

An event of this magnitude could not be successful without its volunteers. This reception is given annually to honor those who make it possible. **No person was ever honored for what he received. Honor is given by what he gave. -- Calvin Coolidge**

Additional Benefits for each of the Special Events Sponsors

- Prominent signage and recognition at your sponsored special event
- 2 tickets to Taste of DeSoto with access to VIP lounge & bar
- Public recognition announcements throughout the event
- Name listing on the event program
- Volunteer opportunity for company employees

Gold Sponsor

\$2,500
(cash)

\$5,000
(in-kind)



- Company Name prominent on all pre-publicity materials printed for the event, including, but not limited to: Posters, Tickets, Save the Date cards, DeSoto Times advertising.
- 6 Event tickets with access to VIP lounge and bar
- 2 drink tickets per guest
- Private wait staff
- Verbal Recognition from the stage throughout the event
- Name recognition on sponsor sign during event
- Half-page ad in the event program
- ALF website with a logo link to your website