

Tiferet Israel Kosher Chili Cookoff
10909 Hillcrest Road, Dallas, Texas 75230



It's "Kosher Chili Cookoff" time again!
The 16th Annual Tiferet Israel Kosher Chili Cookoff
Sunday, March 22, 2009

March 2, 2009

Dear Friend,

The Tiferet Israel Kosher Chili Cookoff (TIKCC) is a community-wide event that brings together the entire Dallas/Fort Worth Jewish community, secular, religious, affiliated and non-affiliated. More than 40 teams compete for the bragging rights of making the Metroplex's best kosher chili. Over 3,000 people attend for an afternoon of food, fun camaraderie, all under the same festive tents. Proceeds from the profits are shared with other Dallas non-profit agencies.

We are enclosing a copy of the video made of the 14th Annual TIKCC in 2007 which shows first hand how the greater Dallas community feels about this special event.

In the past, the generosity of our sponsors has allowed us to keep prices affordable and to help underwrite this event. We invite you to share in this annual community event as a significant sponsor.

This year we are offering your company the unique opportunity of highlighting your relationship with the Dallas Jewish community by sponsoring various aspects of the TIKCC. See the attached list of Sponsorship Opportunities, Levels and Benefits.

We would appreciate the opportunity to discuss with you which level sponsorship you feel is appropriate for you and we will call you in a few days to determine a mutually agreeable time. As an alternative, we are enclosing a stamped, return envelope for your convenience. Please reply with your show of support or contact Diane Benjamin directly at (214) 443-1224. I am also available by email at dianebenjamin@remax.net.

Sincerely,

Diane Benjamin
Chairman of the 2009 TIKCC Sponsorship Recruiting Committee

16th Annual Tiferet Israel Kosher Chili Cookoff (TIKCC)

Sponsorship Levels and Benefits

Habanero Pepper Level - \$10,000

- Your Company name on the Grand Prize
- Your Company representative will present the sponsored prize at the TIKCC
- Your Company will be allowed a booth at the event to promote your business
- Your Company logo and name will appear as a Habanero Sponsor in all advertising and promotional materials.
- Your Company logo and name will appear on the TIKCC T-shirt. People wear the shirt proudly throughout the year and at future TIKCC's so acknowledgement of your participation lives on long after the event.
- Your Company will have a full page advertisement in each issue of Tiferet Israel's monthly news letter (the Hakol) for the year 2009 reminding the community throughout the year that you are a Habanero Sponsor of the TIKCC - (11 issues)
- Your company will have a full page advertisement in the Tiferet Israel 2009 membership directory reminding the community throughout the year that you are a Habanero Sponsor of the TIKCC
- 10 entries to the TIKCC
- 10 TIKCC T-shirts
- \$100 in food coupons

Cayenne Pepper Level - \$5,000

- Your Company name on the 2nd Prize
- Your company logo and name will appear as a Cayenne Sponsor in all advertising and promotional materials.
- Your company logo and name will appear at the on the TIKCC T-shirt.
- Your company will have a half page advertisement in each issue of Tiferet Israel's monthly news letter (the Hakol) for the year 2009 reminding the community throughout the year that you are a Cayenne Sponsor of the TIKCC - (11 issues)
- Your company will have a half page advertisement in the Tiferet Israel 2009 membership directory reminding the community throughout the year that you are a Cayenne Sponsor of the TIKCC
- 5 entries to the TIKCC
- 5 TIKCC T-shirts
- \$50 in food coupons

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Sponsorship Levels and Benefits (continued)

Jalapeno Pepper Level - \$2,000

- Your Company name on the 3rd Prize
- Your company logo and name will appear on the TIKCC T-shirt.
- Your company will have a quarter page advertisement in each issue of Tiferet Israel's monthly news letter (the Hakol) for the year 2009 reminding the community throughout the year that you are a Jalapeno Sponsor of the TIKCC - (11 issues)
- Your company will have a quarter page advertisement in the Tiferet Israel 2009 membership directory reminding the community throughout the year that you are a Jalapeno Sponsor of the TIKCC
- 2 entries to the TIKCC
- 2 TIKCC T-shirts
- \$20 in food coupons

Poblano Pepper Level - \$1,000

- Your company logo and name will appear on the TIKCC T-shirt.
- 2 entries to the TIKCC
- 2 TIKCC T-shirts
- \$20 in food coupons

Bell Pepper Level - \$500

- Your company name will appear on the TIKCC T-shirt.
- 2 entries to the TIKCC T-shirts
- \$20 in food coupons

Sponsorship Opportunities

Meat	\$10,000
Food Tent	\$5,000
Auction Tent	\$5,000
Entertainment Stage	\$5,000
Beverages	\$5,000
Musical Entertainment	\$5,000
Security	\$2,000
Kids Entertainment	\$100 (several available)
Banners/Signs	\$2,000
Permits	\$1,000
Name on Trolley	\$1,000
Chili Tents	\$500 each