

Second Annual

Friends of Jupiter Beach

**Food
&
Wine**
FESTIVAL

In Honor of Jack Melleby

Saturday, May 14, 2011

Riverwalk Events Plaza



Sponsorship Packet
2011

The 2nd Annual Friends of Jupiter Food & Wine Festival in Honor of Jack Melleby

The festival brings together fans of great food and libations, our four-legged family members, the ocean, the beach, and conservation. It promises to be another blockbuster event with fabulous restaurants and beverage sponsors participating as well as like-minded organizations that support the environment and our animal friends. The Festival will be held rain or shine on Saturday, May 14, 2011, from 3:00 p.m. to 6:00 p.m. at the Jupiter Riverwalk Events Plaza at the Indiantown Road Bridge... a fabulous, covered, outdoor venue close to the beach and directly on the Intracoastal Waterway. A limited number of tickets will be sold. Tickets may be purchased in advance on the FJB website at www.friendsofjupiterbeach.com. Tickets are \$30 in advance, \$35 at the door, and \$10 for children 12 and under. All proceeds will benefit Friends of Jupiter Beach in its efforts to keep Jupiter Beach clean for all area residents and their pets.

This year's festival honors the memory of **Jack Melleby**, a volunteer team captain for Friends of Jupiter Beach for over 10 years and co-chair of last year's inaugural Food & Wine Festival. He lost his battle with a rare form of skin cancer in August of 2010. Jack's hard work and diligent effort, in the midst of his illness, assured the success of the inaugural festival and was an inspiration to all of us. His mission was to educate all on the importance of giving back to our community and taking care of our precious resources. Jack's optimism and love for his community shines on through Friends of Jupiter Beach.

Here's a glass of wine tipped to you, Jack, on the occasion of our first repeat of "your" festival! Thanks for your leadership!



Jack Melleby, in blue cap, with Palm Beach County Commissioner Karen Marcus and fellow Team Captains

GREAT PUBLICITY! SOLD OUT LAST YEAR!

Last year's inaugural Food & Wine Festival was a SELLOUT, attended by over 600 patrons. ***This year we are expecting 900.*** It was well-covered by local television and radio, and featured on South Florida Dines.com. Advance ticket sales were from as far away as Miami, but most sales were in the Palm Beaches and Treasure Coast areas. Some of the comments:

"I've already received calls for orders from people who attended FJB's Food & Wine Festival. Thanks so much for the event on Saturday."

"...The event was a great success and the crowds were even better. My cooks and servers that were there had a fantastic time...Please keep us in mind for next year!"

"What an impressive 'first time' event... People were thanking us as they left. WOW!"

"I was surprised it was so shady, breezy and cool under the bridge. My staff loved it."

"...We had an AMAZING time at the Festival this weekend! We actually had friends who came up from Boynton Beach to attend with us, and your event did not disappoint...We have been to many of these types of events before and this was by far the best. Excellent job!"

2010 Inaugural Friends of Jupiter Beach Food & Wine Festival Participants Included the following restaurants

Cafe Boulud	Little Moir's Food Shack	Leftovers Café	Cafe Copenhagen
The Sugar Monkey	In The Kitchen, Tequesta	The Crab House	
Rockstar Catering Company	The Hurricane Café	Rita's	Buonasera
Habitat Café	Ironwood Grille at PGA National Resort	Chef John's	Zuccarelli's
Kilwin's Chocolates & Ice Cream	Sugar Cane Island Bistro	Jupiter Island Grill	
	Neighborhood Pizza & Café, Jupiter.		





Friends of Jupiter Beach Food & Wine Festival
Saturday, May 14, 2011, 3pm to 6pm
Jupiter Riverwalk Events Plaza

Sponsorship Levels for Friends of Jupiter Beach Food & Wine Festival

Presenting Sponsor: \$5,000

- Complimentary prime location exhibit space at the FJB Food & Wine Festival
- Right of first refusal for 2012 FJB Food & Wine Festival
- Radio announcements acknowledging presenting sponsorship of FJB Food & Wine Festival
- Beach cleanup sponsorship in May of 2011, which will kickoff the FJB Food & Wine Festival.
- Print Advertisement (business card size) on one-year supply (250,000) of dog bags at Jupiter Beach
- Logo and link on FJB web site
- E Blast to our e-mail list, announcing sponsorships and encouraging patronage of sponsors
- Listing on all press releases to the media announcing FJB Food & Wine Festival and listing your sponsorship level
- FJB Newsletter ad, which will be mailed to 4000 members
- Name and logo in all print advertising for FJB Food & Wine Festival
- Six complimentary tickets to the FJB Food & Wine Festival

Champagne Sponsor: \$3,000

- Complimentary exhibit space at the FJB Food & Wine Festival
- One beach cleanup sponsorship in the 12 months following the FJB Food & Wine Festival
- Print Advertisement (business card size) on one-year supply (250,000) of dog bags at Jupiter Beach
- Logo and link on FJB web site
- E Blast to our e-mail list, announcing sponsorships and encouraging patronage of sponsors
- Listing on all press releases to the media announcing FJB Food & Wine Festival and listing your sponsorship level
- FJB Newsletter ad, which will be mailed to 4000 members
- Name and logo in all print advertising for FJB Food & Wine Festival
- Four complimentary tickets to the FJB Food & Wine Festival

Bordeaux Sponsor: \$1,500

- Print Advertisement (business card size) on one-year supply (250,000) of dog bags at Jupiter Beach
- Logo and link on FJB web site
- E Blast to our e-mail list, announcing sponsorships and encouraging patronage of sponsors
- Listing on all press releases to the media announcing FJB Food & Wine Festival
- FJB Newsletter ad, which will be mailed to 4000 members
- Name and logo in all print advertising for FJB Food & Wine Festival

- Two complimentary tickets to the FJB Food & Wine Festival

Cabernet Sponsor: \$1,000

- E Blast to our e-mail list, announcing sponsorships and encouraging patronage of sponsors
- Listing on all press releases to the media announcing FJB Food & Wine Festival
- FJB Newsletter ad, which will be mailed to 4000 members
- Name and logo in all print advertising for FJB Food & Wine Festival

- Two complimentary tickets to the FJB Food & Wine Festival

Chablis Sponsor: \$500

- Listing on all press releases to the media announcing FJB Food & Wine Festival
- FJB Newsletter ad, which will be mailed to 4000 members
- Name and logo in all print advertising for FJB Food & Wine Festival

- Two complimentary tickets to the FJB Food & Wine Festival

FJB Sommelier: \$150

- Name in a listing of "FJB Contributors" in the Newsletter, which will be mailed to 4000 members
- Add your name and address to our mailing list for all future beach cleanups and events

- Two complimentary tickets to the FJB Food & Wine Festival

FRIENDS OF JUPITER BEACH

ORGANIZING VOLUNTEER BEACH CLEANUPS FOR JUPITER FOR 16 YEARS!

FJB is a not-for-profit 501 (c) 3 organization started in 1994 with 30 concerned people who loved the beach. In an effort to preserve dogs-on-the-beach privileges, they pledged to the Town of Jupiter to faithfully, and at no cost to the Town do the following:

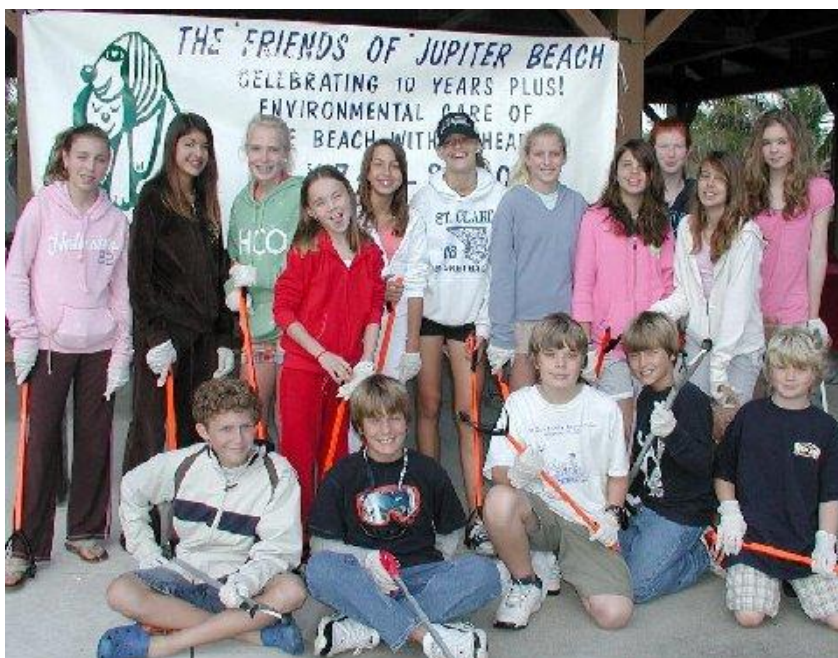
- *clean the beach (2 ½ miles) every month
- *provide free doggy bags in 29 boxes at crossovers 2-24 ...continuously supplying 300,000 bags annually

We pick up the tab completely...our support comes solely from sponsorships, donors, advertising, and volunteers.

We are also: *The Adopt-a-Road group for Palm Beach County along the beach road

- * The Adopt-a-Spot group for the Solid Waste Authority for Jupiter Beach
- *A recognized provider of Community Service for the courts and the schools
- *Visible participants in various civic activities & working closely with schools
- *Continually providing newsletters, handouts & signs to remind dog-beach users of best beach etiquette.

Today, we number nearly 4000 families, individuals and businesses from all over the country, in close contact via regular newsletters and a website. Each month, on the first Saturday of every month, 80-250 volunteers gather at Ocean Cay Park for the cleanup, enjoy “the best breakfast on the beach” and earn THANK YOU prizes donated by area businesses and sponsors.



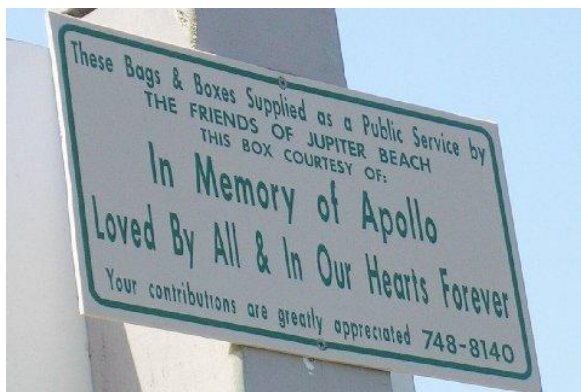
We are cultivating the volunteer leaders of the future, and stewards of our earth.

We clean the beach from the Juno Beach Pier to Carlin Park; two and one half miles of beach, sidewalk and crossovers. Our volunteers come in all ages; from students attending area schools and colleges to full time and seasonal residents wanting to do their part.

So that people can get their arms around how significant these beach cleanups are, in September of 2006 we started WEIGHING the trash and SEPARATING RECYCLABLES. Since then we have removed 28,000+ pounds of trash and recycled material from the beach and beachfront. All of our financial support comes from sponsorships and contributions.

Although we've been recognized with achievement awards from both the Town of Jupiter and Palm Beach County, we receive no public funding of any kind. Your support is vital to our efforts.

We will call you next week to follow up on our letter. We appreciate your consideration and look forward to speaking with you.



Friends of Jupiter Beach is a 501c (3) not-for-profit organization.

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Saturday, May 14, 2011, 3pm to 6pm
Jupiter Riverwalk Events Plaza

WAYS TO SUPPORT FRIENDS OF JUPITER BEACH:

- Presenting Sponsor: \$5,000
- Champagne Sponsor: \$3,000
- Bordeaux Sponsor: \$1,500
- Cabernet Sponsor: \$1,000
- Chablis Sponsor: \$500
- FJB Sommelier \$150
- Tickets for event: \$ 30.00 each, quantity _____

INFORMATION:

Company/Organization _____

Contact Name _____

Street Address _____

City _____ State _____ Zip _____

Work Phone _____ Home/CellPhone _____

Email _____

Acknowledgments: Please indicate how you would like to be listed on appropriate promotional materials for your level of sponsorship.

PAYMENT:

- Check: Please make check payable to Friends of Jupiter Beach. Amount enclosed \$ _____
- Charge: _____ American Express _____ MC _____ Visa _____ Discover
- Card # _____ Exp Date _____
- Name on card _____
- Signature _____
- All credit card payments will be processed through PayPal.
- Other: Please contact me regarding method of payment.

*Your sponsorship/donation is tax-deductible to the full extent allowed by law.
Friends of Jupiter Beach will send you an acknowledgement for tax purposes.
A 501(c)(3) Florida not-for-profit corporation, registration CH 21410, EIN 65 – 062 5755*

RETURN TO FRIENDS OF JUPITER BEACH Please return this form to: Friends of Jupiter Beach, Attn: Cheryl Jones, Sponsorship Co-Chairman FJB, 128 Via Rosina, Jupiter, FL 33458 FAX (561) 741-4981 or gckjones@bellsouth.net