

RED HOOK INITIATIVE
15TH ANNUAL TASTE OF RED HOOK
SPONSORSHIP OPPORTUNITIES
OCTOBER 5, 2021 | LIBERTY WAREHOUSE



ABOUT RED HOOK INITIATIVE

Our Mission

Red Hook Initiative believes that social change to overcome systemic inequities begins with empowered youth. In partnership with community adults, we nurture young people to be inspired, resilient and healthy, and to envision themselves as co-creators of their lives, community and society.

What We Do

We provide youth development, community building, and community hiring programs that allow Red Hook public housing residents to envision and determine the futures they want.

Our Impact

6,500+
residents
served each
year

90%
of our staff
comes from the
community

\$1M
each year paid
back into the
neighborhood
through salaries



The Need: Decades of systemic inequities within the NYCHA Red Hook Houses of Brooklyn

- Median household income is \$16,000; 4 out of every 5 families lives in poverty
- 75% of 18-24 year olds are unemployed
- Over half of residents lack a high school diploma
- Community lacks adequate access to education,

ABOUT TASTE OF RED HOOK

Tuesday, October 5, 2021 | Liberty Warehouse



Sponsor the 15th Annual Taste of Red Hook!

Be part of a pioneering culinary event showcasing the best of Brooklyn's restaurant scene, all while benefitting Red Hook Initiative and our mission to create change from within.

Over 600 guests enjoy food and drink donated by 50 local restaurants, bars, bakeries & distilleries.

Each featured establishment has their own station, hosted by the owner/chef.

All proceeds benefit Red Hook Initiative's work to empower young people and residents to pursue their dreams and to envision themselves as co-creators of their lives, community and society.

[RED HOOK INITIATIVE](https://redhookinitiative.org/)

EVENT SNAPSHOT

Not your typical benefit - guests describe it as their favorite party of the year



600

guests enjoy a photo booth, live music, a DJ, silent auction, & waterfront setting

45

participating restaurants and specialty food establishments serve unlimited tastes

20

sponsors support RHI's work while enjoying an evening celebrating the Red Hook community with friends and colleagues

100

RHI youth & staff showcase their work

EVENT REACH & BUZZ

@rhookinitiative | @redhookfarms

35,000

total reach

10,000

email subscribers

10,000

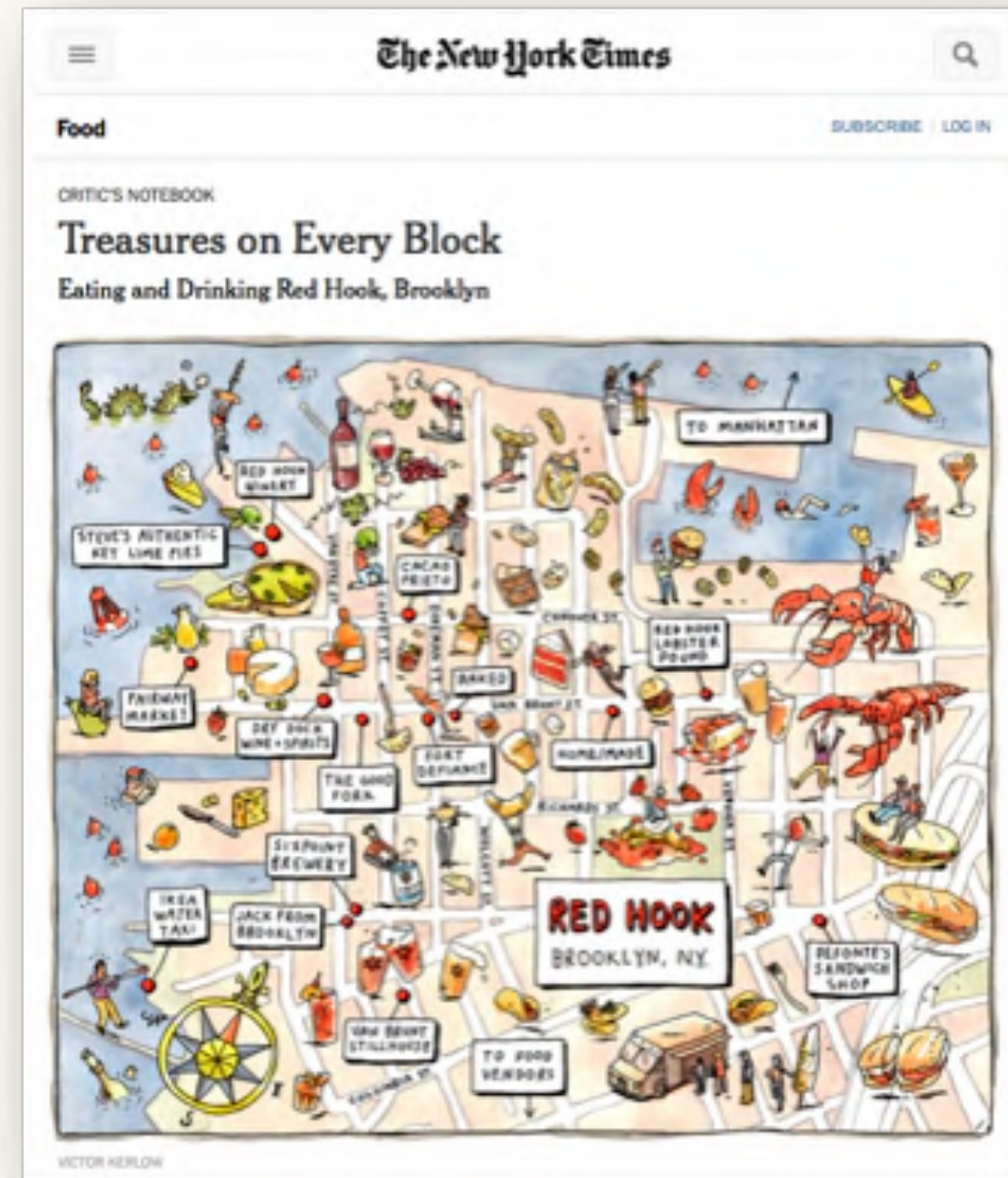
instagram

8,000

facebook

7,000

twitter



"We've participated in the Taste of Red Hook since it first began, and are proud to be a part of it. Taste is a special night of the year when Red Hook businesses get together to eat, drink, and celebrate our community."

—Ben Schneider, Gage & Tollner

"We are extremely happy to be able to support RHI because of the important role they play in making Red Hook a better place to live and work."

—Matt Ross, Court Street Grocers

Taste of Red Hook has been featured in The New York Times, Gothamist, Brownstowner, Channel 12 News, Edible Brooklyn, and New York Magazine.

THE RESTAURANTS

Taste brings together dozens of award winning restaurants for one night only.

COURT
STREET
GROCERS



Insa
인사

PILOT  KOMBUCHA

BROOKLYN, NY
★
VAN BRUNT
stillhouse



Steve's Authentic

Key Lime Pie



FORT
DEFIANCE
Cafe ★ Bar

THE AUDIENCE

Taste of Red Hook draws over 600 savvy, culture-driven attendees

Guests attend to experience the destination culinary scene all in one evening

Guests come from all five boroughs, most notably from Carroll Gardens, Boerum Hill, and Brooklyn Heights – median HHI of \$110,000

Event audience has discretionary income for travel, clothing, cars, experiences and high-end dining



SUPPORT OUR MODEL

90%

**of high school seniors
who expressed interest
in college gained
admission**

88%

**high school graduation
rate (compared to 45%
in the Red Hook
neighborhood)**



SPONSORSHIP LEVELS & BENEFITS

Sponsorship Level	Leadership \$25,000	Empowerment \$15,000	Innovation \$10,000	Advocate \$5,000	Friendship \$2,500
Gala Benefits	<ul style="list-style-type: none">Lead recognition during gala20 tickets to Taste of Red HookOpportunity for branded activation within the event space	<ul style="list-style-type: none">Lead recognition during gala15 tickets to TasteOpportunity for branded activation within the event space	<ul style="list-style-type: none">Recognition during gala10 tickets to Taste	<ul style="list-style-type: none">Recognition during gala6 tickets to Taste	<ul style="list-style-type: none">Recognition during gala4 tickets to Taste
Digital Recognition	<ul style="list-style-type: none">Lead placement in promotion & virtual journalYear-round recognition on RHI website and print materialsFeatured as lead sponsor across social media	<ul style="list-style-type: none">Featured in promotion & virtual journalYear-round recognition on RHI website and print materialsFeatured as lead sponsor across social media	<ul style="list-style-type: none">Featured in promotion & virtual journalYear-round recognition on RHI website and print materialsFeatured as sponsor across social media	<ul style="list-style-type: none">Mentioned in promotion & virtual journalYear-round recognition on RHI website and print materialsFeatured as sponsor across social media	<ul style="list-style-type: none">Mentioned in promotion & virtual journalYear-round recognition on RHI website and print materialsFeatured as sponsor across social media
Engagement Opportunities	<ul style="list-style-type: none">2 annual days of service for 25 people on Red Hook FarmsExclusive chance to host RHI's Executive Director for a team gathering	<ul style="list-style-type: none">Annual day of service for 20 people on Red Hook FarmsExclusive chance to host RHI's Executive Director for a team gathering	Annual day of volunteer service for 20 people	Tour of Red Hook Farms for two guests	Tour of Red Hook Farms for two guests
Your Impact	Supports an Education Specialist to work with 125 youth to succeed in school post-pandemic	Provides jobs for 10 Youth Farmers during Fall Harvest	Supports 20 College Scholars with Peer Mentors	Creates two meaningful jobs for Red Hook youth during the school year	Hires a College Scholar for an entire summer

VOLUNTEER WITH US

Included in sponsorships 10k+

As part of your sponsorship, spend the day with your team at Red Hook Farms and participate in our transformative agricultural program alongside Red Hook youth.

Through our community farms program, we harvest 20,000+ pounds of produce each year!

Local public housing residents are encouraged to take home our produce for free by caring for the farm or by bringing in food scraps for compost.

Additional volunteer opportunities:

- **Participate in group networking exercises, give mock interviews, and offer presentations on a range of professional skills with members of the Career Starters cohort.**
- **Support recent high school graduates from Red Hook as they prepare for college by speaking on panels, delivering presentations, and engaging one-on-one with the newest cohort of College Scholars.**
- **Work with high school youth and help them compose college essays, complete college applications, and apply for scholarships.**



WILL YOU PARTNER WITH US?

Please Contact:

Philippa Crowne, Director of Development

Development@rhicenter.org | (718) 858 - 6782



“I did more than I was asked to do. I took initiative on the weekends, too. I realized that I have to be on my A-game at all times because people come to me with questions and they trust that I have their best interest in mind.” — Digital Steward

“RHI has so much more to offer than any other paying job. It offers a sense of direction which was helpful in deciding the next steps for my future.” — High School Youth Leader

