



TASTE *of* RED HOOK

A BENEFIT FOR RED HOOK INITIATIVE

SEPTEMBER 29th, 2022 | LIBERTY WAREHOUSE

20 YEARS OF RED HOOK INITIATIVE



Red Hook Initiative

The 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.

The Need

To address decades of systemic inequities within the NYCHA Red Hook Houses

- The median household income in the Red Hook houses is \$16,000
- 75% of 18-24 year olds are unemployed
- Half of families with children under 18 live below the federal poverty line
- 45% of high school seniors graduate high school

The Impact

6,500 Red Hook residents served each year

100% of Youth Leaders who applied to college gained admission last year

\$1M or more paid in salaries to Red Hook residents each year

85% of Youth Leaders graduated high school on-time last year

150 or more Red Hook Youth on staff working to improve the community



Taste of Red Hook

A night of food, community and celebration...

September 29th, 2022 | 6-9pm

Liberty Warehouse, 260 Conover St., Brooklyn

**Live music, DJ sets & silent auction set against
a breathtaking waterfront and delicious local fare**

The 16th Annual Taste of Red Hook will be the event you don't want to miss! Liberty Warehouse will be filled to the brim with the best of New York's restaurateurs, foodies and taste makers. You will enjoy delectable bites from dozens of restaurants, breweries, bakeries, wineries and more. Hundreds of guests mingle with youth, staff and the RHI community amongst the Taste booths and incredible views.

We invite you to create your own tasting menu for the night, who knows what beverage, entree and dessert pairings you will come up with! While there are people to meet, food and drink to enjoy, and silent auction bids to be made, we hope you will also help us celebrate the work of RHI staff and youth that have helped advance our mission to create change from within in Red Hook.

So join us and raise a glass as we take in the accomplishments of a year and the incredible views of the New York City skyline.



Taste by the numbers

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

600+ guests

45 food and drink establishments

100 RHI youth & staff

1 photo booth, DJ, live music set, silent auction and memorable night

30,000 social media impressions

10,000 email subscribers

15,000 social media supporters

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



The New York Times

Treasures on Every Block



Victor Kerlow

Who will be there?

- Taste of Red Hook attracts savvy culture driven foodies who want to experience Red Hook's destination culinary scene all in one evening
- Guests come from all five boroughs, most notably right from our backyard and donor community: Carroll Gardens, Boerum Hill, and Brooklyn Heights where the median HHI is \$127,000
- Our audience has discretionary income for travel, clothing, cars experiences and high-end dining

"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

Pitch

No, who will *be* there?

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



**COURT
STREET
GROCERS**

FORT
DEFIANCE
Cafe ★ Bar



...and another 40 food and beverage purveyors!

A photograph of two women jumping rope at an outdoor community event. The woman on the left is wearing a light blue crop top and denim shorts, while the woman on the right is wearing a white t-shirt and light blue jeans. They are both smiling and holding yellow jump ropes. In the background, there are other people, a white tent, and a banner that says "Come See what's Cook".

Sponsorship Opportunities

LEADERSHIP SPONSOR

\$25,000

- "Made Possible By" recognition on all event marketing materials
- Custom night of display video or ad
- 20 tickets to Taste of Red Hook
- Logo placement on all Taste of Red Hook email blasts with one company spotlight
- Opportunity for branded activation at the venue
- Featured in all media and social media outreach
- Year-round recognition on RHI website
- Two annual days of service for 25 staff members at Red Hook Farms
- Exclusive chance to host RHI's Executive Director for a team gathering

Sponsorship Opportunities

**Empowerment
Sponsor
\$15,000**

- 15 tickets to Taste of Red Hook
- Lead recognition on all marketing materials
- Lead recognition on night-of displays and screens
- Year-round recognition on RHI website

- Logo placement on all Taste of Red Hook email blasts with one company spotlight
- Featured in all media and across social media outreach
- Opportunity for branded activation within the event space
- An annual day of service for 25 people on Red Hook Farms

**Innovation
Sponsor
\$10,000**

- 10 tickets to Taste of Red Hook
- Featured in all marketing materials
- Featured on night-of displays and screens
- Year-round recognition on RHI website

- Logo placement on all Taste of Red Hook email blasts with one company spotlight
- Featured in all media and across social media outreach
- An annual day of service for up to 25 people on Red Hook Farms

**Advocate
Sponsor
\$5,000**

- Six tickets to Taste of Red Hook
- Included on all marketing materials
- Included on night-of signage and screens
- Logo placement on all Taste of Red Hook email blasts

- Year-round recognition on RHI website
- Featured in all media and across social media outreach
- Tour of Red Hook Farms for up to 5 guests

**Friendship
Sponsor
\$2,500**

- Four tickets to Taste of Red Hook
- Included on all marketing materials
- Included on night-of signage and screens
- Logo placement on most Taste of Red Hook email blasts

- Year-round recognition on RHI website
- Included in all media and across social media outreach
- Tour of Red Hook Farms for up to 5 guests



Volunteer with us

Included in sponsorships 10k+

As part of your sponsorship, spend the day with your team at Red Hook Farms and support our transformative urban agricultural and youth leadership program. We grow and harvest 20,000+ pounds of produce each year on two farm sites led by and for Red Hook residents! Local public housing residents are encouraged to take home our produce for free by caring for the farm or by bringing food scraps for compost.

Additional volunteer opportunities:

- Participate in group networking exercises, conduct mock interviews, and present on a range of professional skills with members of the Career Starters cohort.
- Prepare recent high school graduates from Red Hook as they embark on the college journey 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: William Suarez, Volunteer and Partnerships Manager
will@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