



2023 Sponsorship Opportunities



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.

Confronting systemic inequities in Red Hook

- 75% of 18-24 year olds are unemployed
- Half of families with children under 18 live below the federal poverty line
- Less than half of adults have graduated high school
- Nearly 70% of household participate in NYC SNAP
- Residents develop preventable illnesses, like asthma and diabetes, due to significant health disparities

The Impact

6,500 Red Hook residents served each year

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

\$1.4M or more paid in salaries to Red Hook residents each year

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

40 young adults secured unsubsidized jobs outside of RHI



TASTE^{OF} RED HOOK

A night of food, community and celebration...

October 5th, 2023 | 6-9pm

Liberty Warehouse, 260 Conover St., Brooklyn

Enjoy live music set against a breathtaking
waterfront views and delicious selections of local fare

The 17th 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.



Reach with TASTE of Red Hook

Tap into Red Hook Initiative's network and reach our dedicated community of donors, friends and allies



532,225

Social media impressions



23,497

Audience members



15,958

Engagements

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

f w t e r

Red Hook Initiative
919 followers
8mo •

Sitex Group, LLC has been a Leadership sponsor at Taste of Red Hook for the last 5 years. Their steadfast support of our work has ensured our programming continues to grow and we reach more Red Hook residents in the com ...see more

Thank you to our friends at
SITEX GROUP
for making our Taste of Red Hook possible!

20 YEARS of RHI
TASTE of RED HOOK

Taste Attendee Profile

17 Years of Celebration

Taste of Red Hook not only brings together Red Hook's culinary scene but the area's most prominent philanthropists and leaders as well. Many of our guests are from the private equity, entertainment, city and state government and, real estate sectors- all of whom have a vested interest in the future of Red Hook, Brooklyn. In an increasingly digital world, Taste of Red Hook is not only a culinary event but a unique opportunity to network across our diverse pool of allies, partners and guests.

Testimonials

"We attend Taste of Red Hook every year to support RHI and enjoy the food, it's a combination of culinary excellence not found anywhere else and all for a good cause."

"It's a great event to bring friends and family from out of town to experience Red Hook in a fresh way all supporting local causes."



Make your own Menu at TASTE

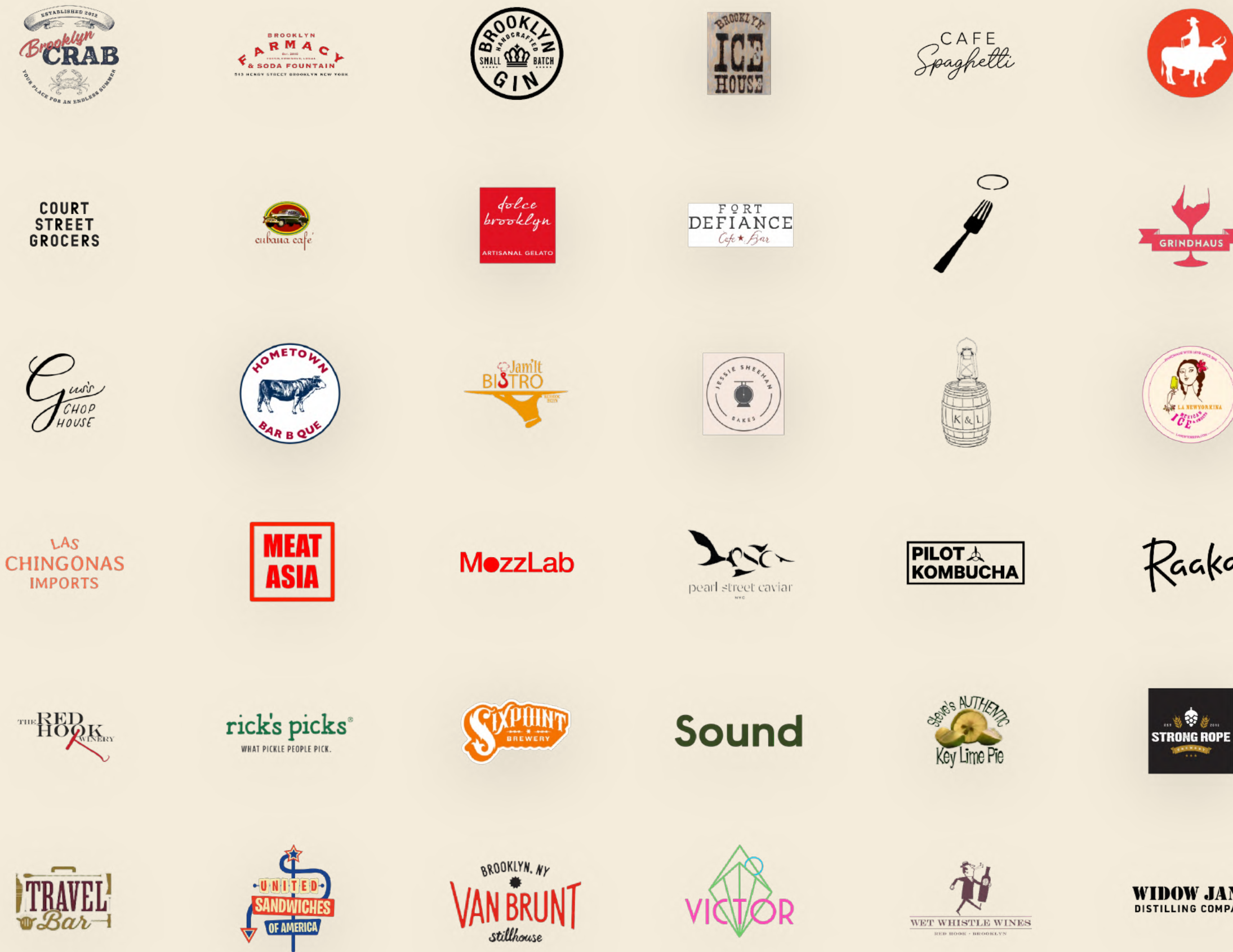
South Brooklyn's best and bri—tastiest!



4.7 ★★★★★ 13,977 Google Reviews

"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



TASTE by the numbers

Not your typical benefit

Guests describe it as their favorite party of the year!



600+ guests



100 RHI youth & staff



40+ food and drink establishments



21 years of RHI legacy



300 youth served



6,500 lives impacted

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Platinum Circle Sponsorship

\$50,000

Night-of Benefits

- Exclusive level reserved for two partners
- "Made Possible By" recognition on all event materials
- Opportunity to sponsor a specific area of the event
- Logo behind speakers on event stage
- Logo included in step & repeat
- 30 tickets to Taste of Red Hook
- Branded activation alongside Taste of Red Hook Partners
- Custom thank you slide or video in event slideshow

Recognition

- Two Taste of Red Hook company spotlights
- Two company spotlights during regular program year
- Logo placement on all Taste of Red Hook email blasts
- Opportunity for branded activation at the venue
- Featured in all media and social media outreach
- Year-round recognition on RHI website and social media

Staff Benefits

- Two days of service for 25 at Red Hook Farms
- One RHI Speaker's Bureau session at your office or event
- Dinner in Red Hook for four with event partner
- Invitation and recognition two to our VIP Pre-Taste Party



Diamond Circle Sponsor

\$25,000

Night-of Benefits

- Lead recognition on all event materials
- Opportunity to sponsor a specific area of the event
- 15 tickets to Taste of Red Hook
- Branded activation alongside Taste of Red Hook Partners
- Unique thank you slide in event slideshow

Recognition

- One Taste of Red Hook company spotlight
- One company spotlight during regular program year
- Logo placement on all Taste of Red Hook email blasts
- Opportunity for branded activation at the venue
- Featured in all media and social media outreach
- Year-round recognition on RHI website and social media

Staff Benefits

- One day of service for staff at Red Hook Farms
- Invitation and recognition for two to our VIP Pre-Taste Party

Sponsorship Levels

**Gold Circle
Sponsor**
\$15,000

- 10 tickets to Taste of Red Hook
- Featured on all marketing materials
- Featured on night of displays and screens
- Year-round recognition on RHI website & social media
- Logo placement on most Taste of Red Hook email blasts
- One Taste of Red Hook company spotlight
- Featured across targeted social media posts
- Tour of Red Hook Farms for up to 5 guests
- Invitation for two to our VIP Pre-Taste Party

**Silver Circle
Sponsor**
\$10,000

- 6 tickets to Taste of Red Hook
- Included in most marketing materials
- Included in night of displays and screens
- Year-round recognition on RHI website & social media
- Logo placement on most Taste of Red Hook email blasts
- Featured across targeted social media posts
- Tour of Red Hook Farms for up to 5 guests
- Invitation for two to our VIP Pre-Taste Party

**Bronze Circle
Sponsor**
\$5,000

- 4 tickets to Taste of Red Hook
- Included in most marketing materials
- Included in night of displays and screens
- Logo placement on most Taste of Red Hook email blasts
- Year-round recognition on RHI website
- Featured on social media posts
- Tour of Red Hook Farms for up to 5 guests
- Invitation for two to our VIP Pre-Taste Party

Additional ticket bundles are available and can be added to any level

Put your name on the Map!

For Title, Visionary and Empowerment Sponsors \$2.5K- 15K



Promenade & Tent - \$15,000



Harbor Room - \$10,000



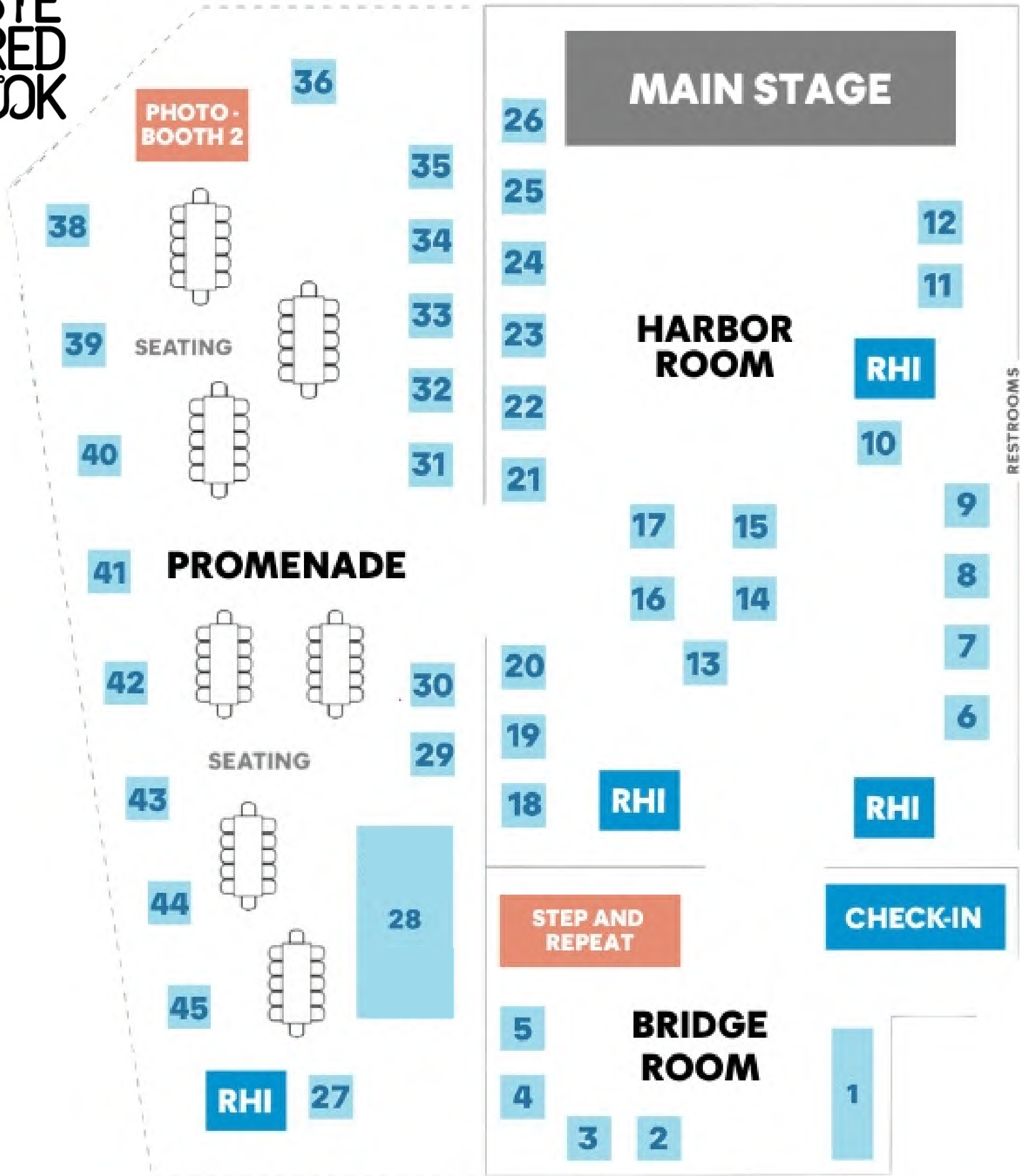
Bridge Room - \$7,500



Main Stage Ceremony - \$10,000

more opportunities available!

TASTE
OF RED
HOOK



Additional Opportunities

Marquee Sponsors

For a brand-led presence at Taste of Red Hook

Unique listing and recognition for sponsors in the following categories who can provide in-kind donations and services to make Taste of Red Hook that much better!

Taste of Red Hook Event Support

- Marketing support and media partnership
- Internet service for the event
- Garbage disposal for the night of the event
- Compost to make Taste of Red Hook green
- Disposable flatware and serving tools

Marquee Partners

For a brand-led booth at Taste of Red Hook

We are seeking specific brand types to partner with participating food and drink partners to create a special taste offering or a booth all you own!

Taste of Red Hook Partner Support

- Fresh produce
- Fish or Meat
- Dark Liquors
- Tequila
- Water and Non-alcoholic beverages

Ticket Packages

For Sponsors of all levels

- 5 tickets for \$875
- 10 tickets for \$1,600
- 20 tickets for \$3,000



Volunteer with us

Included in sponsorships 25k+

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 | (516) 518-1488



"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**