

SPONSORSHIP KIT



DISCOVER ENTERTAINMENT

ATTEND THE UCF ROSEN COLLEGE OF HOSPITALITY MANAGEMENT'S
STUDENT- FUNDRAISED CAB & CAB

THIS EVENT WILL CELEBRATE THE 8TH ANNIVERSARY OF CABARET AND CABERNET REINVENTED BY THE NEW ENTERTAINMENT MANAGEMENT PROGRAM. WE INVITE YOU TO COME ENJOY FOUR COURSES OF TAPAS, EXQUISITE WINE TASTINGS, AND A VARIETY OF ENTERTAINMENT CHOICES.

WE ENCOURAGE ALL TO DRESS TO IMPRESS IN STEAMPUNK FASHION, WITH A PRIZE AWARDED TO THE BEST AND MOST CREATIVELY DRESSED. THE STEAMPUNK MOVEMENT IS A SUB-GENRE OF SCIENCE FICTION WHICH INCORPORATES EARLY 19TH CENTURY FASHION MIXED WITH THE TECHNOLOGICAL AESTHETICS OF THE INDUSTRIAL REVOLUTION

UCF Rosen College of Hospitality Management
9907 Universal Blvd., Orlando, FL 32819



Rosen College of Hospitality Management

UNIVERSITY OF CENTRAL FLORIDA



March 2017

To whom it may concern,

On behalf of the University of Central Florida, Rosen College of Hospitality Management, we are writing to request your support for the 8th Annual Cabaret & Cabernet event, "Discovery". This event will be held at the Rosen College Campus on Saturday, April 22, 2017.

Rosen College's Cabaret & Cabernet, or Cab & Cab, is a completely student-run fundraising event for the school. April 22nd will mark the 8th production and the first that production responsibilities fall to Ron Logan's Entertainment Arts and Events class. The event is held on UCF's Rosen campus and encompasses an overarching theme as well as several sub themes. Cab & Cab focuses on various forms of entertainment as well as providing various wines for tasting paired with four courses of tapas-style meals. This event is generally attended by professionals in the entertainment, event, and hospitality industries, as well as UCF Faculty, staff, students and their families.

To assist with our Cab & Cab goals, we have provided an information packet that lists opportunities to become a sponsor. If your company would like to help in ways other than monetary donations, please let us know.

If you have any questions, or your organization is able to donate an item, please contact Claudia Sassano at claudiasassano96@knights.ucf.edu

Thank you for your time and consideration.

Sincerely,

Claudia Sassano
UCF Rosen College of Hospitality Management
9907 Universal Blvd., Orlando, FL 32819

UCF Rosen College of Hospitality Management
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APRIL 22, 2017 6:00 P.M. – 10:00 P.M.

We look forward to seeing you on April 22nd, 2017 from 6:00 - 10:00 p.m. at the Rosen College of Hospitality Management, located at 9907 Universal Boulevard, Orlando, FL, 32819. Registration begins at 5:00 p.m.

WHY BE AN EVENT SPONSOR?

Your tax-deductible donation will be used for the preparation, planning, and execution of the Cabaret & Cabernet event and for the Rosen College students, in general. This sponsorship is a great opportunity to uphold mission statements and fulfill community involvement among a business.

WHAT CAN YOUR ORGANIZATION GAIN?

Your organization has many opportunities for exposure. This one-of-a-kind event reaches out to the tourism and event management communities, the university, as well as wine, culinary and entertainment enthusiasts. Participating in this event will provide you with the opportunity to show off your charitable support to the University of Central Florida, and associate your company's name with the second largest university in the United States and the best and largest hospitality college.

WHO IS ENTERTAINMENT MANAGEMENT AT ROSEN COLLEGE OF HOSPITALITY MANAGEMENT?

The vision of the Rosen College of Hospitality Management is to be recognized as a leader in hospitality and tourism education, research, scholarship and industry engagement worldwide. Rosen College of Hospitality Management recently introduced the Gregory Elias Entertainment Management Program in the 2016 Fall Semester, which proves to be a rapidly growing program with over 250 declared majors thus far. The program focuses on the managerial aspects of the entertainment industry and is the first of its kind to be offered by a SACS-accredited public institution in the United States. By becoming a sponsor, you will give students the opportunity to take their training to new heights and excel personally, academically, and professionally as they seek employment as business practitioners in the nearly \$1.5 trillion international entertainment industry.

Cabaret &
CABERNET
DISCOVER ENTERTAINMENT

Donations can be monetary or in-kind.

First Level

EXPLORER

\$250-\$499

- ❖ 2 tickets to the event
- ❖ 2 invites to VIP Reception before actual event
- ❖ Business or personal name will be mentioned in Event program.
- ❖ Personalized Sponsorship Keepsake

Second Level

PIONEER

\$500-\$999

- ❖ 2 tickets to the event
- ❖ 2 invites to VIP Reception before actual event
- ❖ Business or personal name will be mentioned in Event program.
- ❖ Signage at the event
- ❖ Personalized Sponsorship Keepsake

Third Level

INNOVATOR

\$1,000-\$2,999

- ❖ 2 tickets to event
- ❖ 2 invites to VIP Reception before actual event
- ❖ Acknowledgement in event advertising, including UCF web sites and press releases, radio spots, newspaper sections and/or any other marketing chosen by Cab & Cab
- ❖ Business or personal name will be mentioned in Event program
- ❖ Signage at the event
- ❖ Personalized Sponsorship Keepsake

Fourth Level

TRAILBLAZER

\$3,000-UP

- ❖ 4 tickets to the event
- ❖ 4 invites to VIP Reception before actual event
- ❖ Acknowledgement in event advertising, including UCF web sites and press releases, radio spots, newspaper sections and/or any other marketing chosen by Cab & Cab
- ❖ Business or personal name will be mentioned in Event program
- ❖ Signage at the event
- ❖ Front Row Reserved seating in each performance
- ❖ Personalized Sponsorship Keepsake



UNIVERSITY OF CENTRAL FLORIDA

Rosen College of Hospitality Management

Cabaret &
CABERNET
DISCOVER ENTERTAINMENT

Organization Information

Circle One:

Explorer

Pioneer

Innovator

Trailblazer

Organization &
Contact Name:

Address:

Street Address

Apartment/Unit #

City

State

ZIP Code

Telephone:

Alternate Phone:

Email & Fax

Payment Information

Name on Credit
Card:

Credit Card
Number:

Expiration Date
& CVV

Signature:

Billing Information

Name:

Address:

Street Address

Apartment/Unit #

City

State

ZIP Code

Please Specify Dollar amount or In-kind item:

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