



February 17, 2009

six o'clock in the evening

Paramount Plaza Resort

2900 SW 13th Street * Gainesville, FL 32608 * 352-317-3222

Media Kit

Overview of Company:

MasterPiece Weddings was opened in 1994 as a nationally certified and recognized full service event coordination agency. We specialize in planning the most spectacular weddings for each of our clients. We thrive on making other people's dreams come true, whether it is a wedding, a special event such as a party or grand opening, or a charity event that we are planning. In 2001, Melissa DiStefano of MasterPiece Weddings, was named the #1 Wedding Consultant in North America*.

Our Mission:

At MasterPiece Weddings our mission is to help you create the ultimate experience for life's most cherished celebration. To accomplish this, we listen to your dreams, we organize your thoughts, and we transform your dream into a day that you will cherish and remember for all time.

Our Philosophy:

Every moment of your engagement should be enjoyed. The appointments and attentiveness to details that are part of planning a wedding should not detract from the time you spend with each other, family and friends. Allow us to alleviate the worry, the stress, and the chores ~ Permit yourself to relish in this once-in-a-lifetime event.

Overview of Event:



Let's Eat Cake! is a wedding cake competition benefitting St. Jude's Children's Hospital. Our goal is to donate at least \$50,000 to this deserving organization. 100% of our proceeds will be directly donated to St. Jude's.

Let's Eat Cake! will include a cake design and taste challenge as well as a live cake auction. The most coveted award is a "crowd's favorite" award, which will be determined by our guests after trying all of the delicious cakes.

We will be inviting professional pastry chefs from all over the southeast to compete. Aspiring pastry chefs and at-home bakers will also be invited to compete in our amateur division.

Local and celebrity judges have volunteered their time to judge the event. All participating bakers will be asked to make a faux wedding cake to be displayed and judged. There is no theme for the wedding cakes, so the pastry chefs are encouraged to use their imagination. In addition to this, all participating chefs must prepare sheet cake to be tasted by the judges and the crowd. Cakes will be judged on appearance, attention to detail, taste & flavor combination, and texture. We will have a tasting station set up for our guests to try all of the participating cakes and cast their vote for the professional and amateur divisions. The winners of each division will be announced at the commencement of the event. We have four categories in each division; Best of Show, Most Beautiful & Creative Design, Tastiest Cake, and Crowd's Favorite.

For the live cake auction, we are encouraging all of our participating bakers to donate a cake as well as the general public. The cakes can be decorated in any manner, and should serve 8-10 people. Cakes will be auctioned off to the guests in attendance, each one starting at a different price depending on who donated it; the general public, a competing amateur pastry chef, or one of our professional contestants.

Please visit our [blog](http://letseatcakefundraiser.blogspot.com/) for further information and updates on Let's Eat Cake!
<http://letseatcakefundraiser.blogspot.com/>



Proceeds:

We have a goal of donating at least \$50,000 to St. Jude's Children's Hospital. We will not have very much overhead costs due to the amazing companies and organization that have agreed to be our sponsors. We are so thankful for our sponsors because they are allowing us to donate every single penny that we raise directly to St. Jude's.

We will be receiving funds from our professional and amateur pastry chefs who are competing. We will also be charging an entrance fee for the general public to come in and try the best cakes in the southeast! Essentially creating the worlds largest Wedding Cake Buffett!

In addition to this, we will be raising money through the live cake auction. All of these proceeds, along with any monetary sponsorships, will be given to St. Jude's to enhance their research efforts, which will improve the lives of the children and families who are affected by cancer.

Sponsorships:

In addition to aiding such a great cause, this sponsorship will allow your agency with a valuable marketing opportunity.

Sponsorship Opportunities

- Enhance company Image as a benefactor of St. Jude's Children Hospital
- Receive extensive publicity and advertising prior to and during the event.
- Amplify your brand/agency awareness by partnering with a feel good, first-rate event
- Enjoy the event as a VIP; use to thank employees, or invite family and friends

Let's Eat Cake! is open to anyone looking to have a good time while helping a great cause. However, the event's audience, will in large, consist of Cake professionals and students, Wedding and Event Professionals, as well as Brides-to-be and those who just love cake. The marketing Let's Eat Cake! provides to these attendees allows your agency to have its cake and eat it too!

For more detailed information on our sponsorship opportunities and benefits please review the following sponsorship packages.



Cornerstone Sponsorship \$5,000

Cornerstone Sponsors receive the greatest amount promotional exposure, including all of the following:

- **The first Cornerstone Sponsorship that we receive will be named as a co-title sponsor, along with MasterPiece Weddings, for Let's Eat Cake!**
- 5 Tickets to Let's Eat Cake!
- Incorporation of agency name into the event billing allowing your agency imbedded co-branded marketing with Let's Eat Cake!
- Receive Event Ticket Back marketing rights
- Acknowledgements on national websites - Advertising mentions on all printed media
- Acknowledgement on special Thank You vendor event handout
- Advertising mentions on radio advertisement
- Marketing through event memorabilia (posters/T-shirts, etc.)
- Company banner displayed on awards stage at event
- Receive live stage special recognition by the event emcee
- VIP access to celebrity event attendees for signatures
- VIP Tasting line for the Crowd's Favorite Competition
- Acknowledged on the Let's Eat Cake! Blog - Year round marketing positioned on the Let's Eat Cake! home page with a link to your agency's webpage

Platinum Sponsorship \$2,000

- 3 Tickets to Let's Eat Cake!
- Acknowledgements of National Websites
- Acknowledgement on special Thank You vendor event handout
- Advertising on all Printed Media for Event
- Marketing through event memorabilia (posters/T-shirts, etc.)
- VIP tasting line for the Crowd's Favorite Competition
- Acknowledged on the Let's Eat Cake! Blog

Gold Sponsorship \$1,000

- 2 Tickets to Let's Eat Cake!!
- Acknowledgments on Web Media for Event
- Acknowledged on the Let's Eat Cake! Blog

Silver Sponsorship \$500

- 2 Tickets to Let's Eat Cake!!
- 1 Mention on Web Media
- Acknowledged on the Let's Eat Cake! Blog

Cake Lovers! \$100

- 1 Tickets to Let's Eat Cake!!
- Acknowledged on the Let's Eat Cake! Blog



In-Kind Sponsors

In-Kind sponsorships consist of non-financial donations of products or services. For example, a restaurant may provide beverages in exchange for being recognized as a sponsor. The "market value" of the products provided, must meet the value of the sponsorship package in order to receive the corresponding package benefits. Feel free to contact our sponsorship coordinators with any questions at info@masterpieceweddings.net.