

# SUPPORT

CARMEL PUBLIC LIBRARY



**Your gifts fund 100% of the library's books, materials, programs, equipment and services.  
We need your support.**

The Carmel Public Library has been a cherished community resource on the Central Coast for 112 years, serving some 112,000 Library cardholders and visitors annually. The Library Foundation plays the crucial role of raising funds for 100% of the collections, services, technology and programs. With your sponsorship support, this free and accessible public service will continue to thrive and be a resource for generations to come.

THANK YOU FOR BECOMING A SPONSOR!

## Contact Information

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[www.carmelpubliclibraryfoundation.org](http://www.carmelpubliclibraryfoundation.org)

Carmel Public Library Foundation  
6th & Mission Streets, Carmel CA 93923

Exciting & Unique Recipes Come to Life!

# The Foodie Edition

May 17, 2017 at the Sunset Center



## An Evening with Celebrity Chefs and International Bestselling Food Writers Nancy Silverton, Ruth Reichl, and Evan Kleiman

Live Cooking Demonstration - Intimate Panel Discussion  
- VIP Reception - Book Sale & Signing

Proceeds from the event benefit Carmel Public Library

### The Program

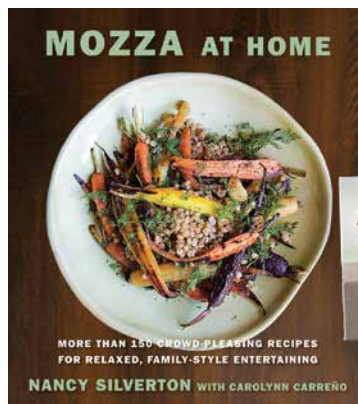
Join us as today's A-List celebrity chefs, **Nancy Silverton**, **Ruth Reichl**, and **Evan Kleiman** take center stage. To these rare talents, food is life and life is food. Their passionate exploration into authentic and creative culinary endeavors will prove to be a transformative experience for all.

After the live cooking demonstration, the three will launch into an **intimate panel discussion** facilitated by "the fairy Godmother of the LA food scene" and famed radio show host, Evan Kleiman.

Proceeds from the evening benefit the Carmel Public Library Foundation whose goal is to fund the Carmel Public Library, keep the doors open and maintain the library's preeminence as a steward and cherished cultural institution on the Central Coast of California.

### BECOME A SPONSOR OR BENEFACTOR

We have a variety of donation levels to suit your needs. For more information please contact Alexandra Fallon (831) 624-2811. Visit [www.carmelpubliclibraryfoundation.org](http://www.carmelpubliclibraryfoundation.org) and click "Sponsorships".



### Purchase *Your* Tickets Now!

**\$65 General Admission**

Includes program, wine tasting and book sale

**\$175 VIP Reception**

Includes Program, Author Meet and Greet with advanced book-signing, delicious hors d'oeuvres and fine wines.

Limited tickets available.

Purchase tickets at  
Sunset Center Box Office,  
online at [www.sunsetcenter.org](http://www.sunsetcenter.org),  
or call (831) 620-2048.

# Meet the Celebrity Chefs and international bestselling food writers Nancy Silverton, Ruth Reichl, and Evan Kleiman



**Nancy Silverton** became a chef in her freshman year after she had what she later described as an epiphany. "I was cooking in the dorms in a stainless steel kitchen, cooking vegetarian food, and I remember this light bulb going off and thinking 'Oh wait, this is what I want to do for the rest of my life.' Silverton formally trained as a chef at Le Cordon Bleu in London, and upon graduating worked with pastry chef Jimmy Brinkeley at Michael's, an acclaimed restaurant in Santa Monica. Inspired by his creativity, she returned to Europe to attend Ecole Lenotre Culinary Institute in Plasir, France to further her studies.

She was hired by Wolfgang Puck as Spago's opening pastry chef, and in 1986, she wrote her first cookbook, *Desserts*.<sup>[5][6]</sup> Silverton, and her then-husband, chef Mark Peel, opened La Brea Bakery which garnered both profits and press for their Artisan bread. In 1991, she won the James Beard Foundation's Outstanding Pastry Chef award. In an article on the awards, the *Los Angeles Times* wrote that she had "not only given Los Angeles great bread, but through her work at Campanile, she has virtually redefined what dessert is." ] Silverton won the James Beard Foundation's Outstanding Chef Award in 2014, the Beard Awards' most prestigious honor.<sup>[1]</sup>



**Ruth Reichl**, author of *My Kitchen Year: 136 Recipes That Saved My Life*, a cookbook published in September 2015. She was Editor in Chief of *Gourmet Magazine* from 1999 to 2009. Before that she was the restaurant critic of both *The New York Times* (1993-1999) and the *Los Angeles Times* (1984-1993), where she was also named food editor. As co-owner of The Swallow Restaurant from 1974 to 1977, she played a part in the culinary revolution that took place in Berkeley, California. In the years that followed, she served as restaurant critic for *New West* and *California* magazines.

She has authored the critically acclaimed, best-selling memoirs *Tender at the Bone*, *Comfort Me with Apples*, *Garlic and Sapphires*, and *For You Mom, Finally*, which have been translated into 18 languages. In 2014 she published her first novel: *Delicious!* Ms. Reichl has been honored with 6 James Beard Awards (one for magazine feature writing and one for multimedia food journalism in 2009; two for restaurant criticism, in 1996 and 1998; one for journalism, in 1994; and *Who's Who of Food and Beverage in America*, 1984.



**Evan Kleiman** is a true culinary multitasker. Chef, author, radio host, restaurateur and sought after speaker, she has been called "the fairy Godmother of the LA food scene" for her central role in bringing a community of food people together through her radio show, *Good Food*. As host of *Good Food* on KCRW since 1997, Evan has interviewed more than 6000 guests ranging from celebrated chefs to local farmers, enabling her to explore every aspect of food and how it intersects with human life.

# SPONSORSHIP BENEFITS *at a glance*

(For a full list of all the benefits and levels of sponsorships, see matrix on page 3)

## Newsletters

Sponsors & Benefactors are recognized in three seasonal newsletters mailed to some 4,500 individuals and businesses on the Central Coast and beyond. ➔



## Website Recognition

Sponsors & Benefactors are recognized on the CPLF website and on the Sunset Center website in the Spring when we hold our annual benefit. ➔



## Social Media

Sponsors & Benefactors are recognized on our social media sites including Facebook, Twitter.



## Annual Benefit at Sunset Center

Sponsors & Benefactors are recognized on an array of high-impact materials including posters, a postcard mailing, flyers, eblasts, websites, banners, advertisements, event program.

**The Foodie Edition**  
 Featuring celebrity chefs and international bestselling food writers  
**Evan Kleiman, Ruth Reichl, Nancy Silverton**  
 Presented by the Carmel Public Library Foundation  
 Proceeds from event benefit the Carmel Public Library  
**Wednesday, May 17, 2017**  
 7 pm • Wine Tasting & Book Sale | 8 pm • Program, followed by book signing

**BECOME A SPONSOR** Play a vital role in the life of our community.  
 Call (831) 624-2811 or email [afallon@carmelpubliclibraryfoundation.org](mailto:afallon@carmelpubliclibraryfoundation.org)

# BECOME A SPONSOR OR BENEFACTOR

## DEMOGRAPHICS & YOUR MARKETING MESSAGE

Join us as a Carmel Public Library Foundation Sponsor or Benefactor and you will reach your constituents with a powerful value-based message rooted in your community.

- Carmel serves over 112,000 Library patrons each year.
- 85% of all Carmel residents have Library cards.
- The average gross household income for Carmel residents exceeds \$150,000.
- Reach entire Central Coast – 18,000 non-card holders overall, 60% reside outside of Carmel.
- Target tourist market: Over 84,000 non-card holding patrons visit the Library each year.
- Some of the most influential and active business leaders and philanthropists in our community serve as Library Trustees and on the Board of Directors. All are excellent prospect of r your good or services.
- Benefit from the goodwill that cones with associating your business with Carmel’s cherished community library.
- Carmel Library is a local treasure with 112 years of active community stewardship behind it!

Benefits	Platinum \$20,000+	Gold \$10,000– \$19,999	Silver \$5,000– \$9,999	Nickel \$1,000– \$4,999	Bronze \$500– \$999
Back Stage Pass to Annual Event	X				
Live, On Stage Introduction at Annual Event	X				
Mention during opening of Annual Event	X	X			
Tickets to Annual Event/Gen Admission	6	4	2		2
Passes to VIP Party and Program	4	2	2	2	
Name & Logo in Annual Brochure	X	X	X	X	
Name & Logo on CPLF Web Home Page	X	X	X		
Name & Logo on CPLF Sponsor page	X	X	X	X	X
Name/Logo in newsletter	X	X	X	X	X
Name/Logo in Spring Sponsor List	X	X	X	X	X
Name/Logo on Sunset Center Ticket Page	X	X	X	X	
Name/Logo in Annual Event Program	X	X	X	X	X
Name/Logo on Annual Event Posters	X	X	X	X	X
Name/Logo on Annual Event Banner	X	X			
Name/Logo on Annual Event Postcards	X	X	X	X	
Name/Logo on Annual Event Rack Cards	X	X	X	X	
Name/Logo on Book Plate for Individual Book	X	X	X		
Name/Logo on marquee at Harrison Library	X	X	X	X	
Name/Logo on CPLF Email Blasts	X	X	X	X	
Name/Logo in print media	X	X	X		
Name/Logo on Poster at Donor Salute	X	X	X	X	X
Invitation to Donor Salute	X	X	X	X	
Mention in CPLF Social Media Twitter and Facebook	X	X	X	X	X



# CARMEL PUBLIC LIBRARY FOUNDATION

## Sponsors & Benefactors

**Yes, I would like to become a Carmel Public Library Foundation Sponsor!**

(select category)

- |  |                   |   |
|--|-------------------|---|
| <input type="checkbox"/> Platinum Sponsor <b>or</b> Benefactor | \$20,000+         | <input type="checkbox"/> Wine Sponsors        |
| <input type="checkbox"/> Gold Sponsor <b>or</b> Benefactor     | \$10,000–\$19,000 | <input type="checkbox"/> Hospitality Sponsors |
| <input type="checkbox"/> Silver Sponsor <b>or</b> Benefactor   | \$5,000–\$9,999   | <input type="checkbox"/> Media Partners       |
| <input type="checkbox"/> Nickel Sponsor <b>or</b> Benefactor   | \$1,000–\$4,999   |   |
| <input type="checkbox"/> Bronze Sponsor <b>or</b> Benefactor   | \$500–\$999       |   |

Sponsorship level \$ \_\_\_\_\_

Name of sponsor/benefactor(s) \_\_\_\_\_

(as you would like it to appear on acknowledgment lists)

Contact name: \_\_\_\_\_

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*State*

*Zip*

Daytime phone: \_\_\_\_\_

Evening phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

My company/personal check is enclosed in the amount of \$ \_\_\_\_\_

Please charge my credit card:  VISA  MasterCard

Card number: \_\_\_\_\_ Expiration Date \_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_ 3-Digit Code \_\_\_\_

**Mail this form or fax it to us at (831) 626-1788.**

Thank you for supporting the Carmel Public Library Foundation. For more information, please contact Alexandra Fallon, Executive Director, at (831) 624-2811 or [afallon@carmelpubliclibraryfoundation.org](mailto:afallon@carmelpubliclibraryfoundation.org).