



Breakin' BBread

OCTOBER 20 • 2019

Pepper Place, Birmingham



ABOUT THE BIRMINGHAM ORIGINALS

Why We Promote Eating Local

Established in 2002 The Birmingham Originals is comprised of over 30 of Birmingham's finest restaurants, who believe that an energized and independent restaurant community makes our city a better place to live – and not just because of the food. The dollars spent in local restaurants stay in Birmingham, providing economic growth, which, in turn, allows local restaurants to support, among other things, vital local charities and cultural programs.

Why Eat Local? The word "local" isn't some throwaway, marketing term used to drum up feelings of nostalgia. It's a word that's alive and very much of today. Local is the tie that binds us together and it is at the heart of the Birmingham Originals. Passionate individuals developing locally owned and operated restaurants, each with its own unique flavor and flair, propel Birmingham's robust food scene. Whether upscale or down-home, these restaurants are driven by a desire to offer top-notch dining to homegrown patrons and visitors alike. We hope that you'll join our efforts to continue making Birmingham a great city and a source of pride for residents and visitors—one plate at a time.

OUR GOALS



AWARENESS

Increase awareness of our unique regional flavors, locally produced food, and celebrate our contributions and interaction within the community.

SHOWCASING BIRMINGHAM

Strengthen the city's standing as a regional culinary hub known for food and hospitality.



GROWTH

Grow the scope, scale, and philanthropic reach of Breakin' Bread, our annual fundraising festival featuring food, wine, and local beer.

DEVELOPMENT

Increase public awareness of the contributions made by local restaurants in support of local charities and fostering community development.



CONNECTION

Develop website and social media platforms to provide connection points for members and community.

STRENGTH IN NUMBERS

Establish a preferred referral service list for Birmingham Originals members to create "buying power" for products, services, etc.

BREAKIN' BREAD

Our Signature Event

Foodies rejoice! Breakin' Bread, Alabama's premier food festival, is returning to showcase the best of Birmingham's culinary talents. Presented by the Birmingham Originals, Breakin' Bread, The Local Flavor Festival, will take place at Historic Pepper Place on Sunday, October 20, 2019, from 1-5pm.

Once again, this year's event will feature unlimited food sampling, craft beer and wine, a kids zone, and a live cooking competition.

Established in 2003, Breakin' Bread has been named as one of the signature experiences for "The Year of Alabama Food" by the Alabama Board of Tourism and counted as one of the Top 10 attractions in Alabama. Foodies will get the chance to experience unlimited samples of signature dishes from the finest local restaurants the Magic City has to offer. In addition, the event will also include live musical entertainment and tasting seminars, showcasing of Alabama craft brews and signature wines, and live cooking demonstrations and competitions. The event will also have a dedicated children's area with special activities for the little ones.

So come support the Birmingham Originals - locally owned restaurants giving back to our local community!



OUR CAUSE

Giving Back To Our Community

Community is at the heart of the Birmingham Originals organization, and giving back to that community is one of the key reasons the group was formed. The Birmingham Originals, through various organization wide initiatives, donates thousands of dollars to local charitable organizations throughout the year. However, Breakin' Bread, our Signature Event, is responsible for the majority of that funding. Each year, through the production of Breakin' Bread, The Birmingham Originals are able to make a substantial donation to a local 501(c)3 not-for-profit organization. Over the past sixteen years, the Birmingham Originals has donated over \$140,000 to local charities who are making an impact in our community.

In 2018, funds raised from Breakin' Bread benefited the Jones Valley Teaching Farm. Currently there are five teaching farms in place, impacting over 3,800 students in our community. The Jones Valley Farm Labs are innovative outdoor classrooms and food production spaces, designed and built on school campuses to engage students and teachers with fresh food every day.



HOW YOU CAN BE INVOLVED

Sponsorship Opportunities

TITLE SPONSORSHIP

\$15,000

- Title Sponsorship of Breakin' Bread 2019. Breakin' Bread Presented by (Company Name) or (Company Name Presents Breakin' Bread 2019)
- Category Exclusivity
- First right of refusal for Breakin' Bread 2020
- The right to have an on-site presence at the event, including at least one 20x20 tent for marketing and promotional use.
- Logo inclusion (every time the Breakin' Bread logo is used) on all promotional elements including, but not limited to t-shirts, posters, handbills, social media, radio and print advertising and marketing
- The right to hang up to (8) banners or similar on the event site
- (40) General Admission passes and (24) VIP passes
- Logo inclusion on the Birmingham Originals Website under the Breakin' Bread Tab, with a link to company's website if desired
- Right to exploit the media in advertising your involvement in Breakin' Bread 2019, including use of the Breakin' Bread logo, if pre-approved by the Birmingham Originals Board of Directors.

PRESENTING SPONSORSHIP

\$7,500

- Presenting Sponsorship of Breakin' Bread 2019
- The right to own an event component (Children's Area, VIP Area, Beer Garden, or other)
- Category Exclusivity
- First right of refusal for Breakin' Bread 2020
- Right to have an on-site presence at the event, including at least one 10x20 tent for marketing and promotional use.
- Logo inclusion on all promotional elements including, but not limited to t-shirts, posters, handbills, social media, radio and print advertising and marketing
- The right to hang up to (4) banners or similar on the event site
- (20) General Admission passes and (12) VIP passes
- Logo inclusion on the Birmingham Originals Website under the Breakin' Bread Tab, with a link to company's website
- Right to exploit the media in advertising your involvement in Breakin' Bread 2019, including use of the Breakin' Bread logo if pre-approved by the Birmingham Originals Board of Directors.



HOW YOU CAN BE INVOLVED

Sponsorship Opportunities Continued

OFFICIAL SPONSORSHIP

\$5,000

- Official Sponsorship of Breakin' Bread 2019
- The right to have an on-site presence at the event, including at least one 10x10 tent for marketing and promotional use.
- Logo inclusion on promotional elements including, but not limited to event posters, handbills, social media, and print advertising and marketing materials
- The right to hang up to (2) banners or similar on the event site
- (10) General Admission passes and (6) VIP passes
- Logo inclusion on the Birmingham Originals Website under the Breakin' Bread Tab, with a link to company's website if desired
- Right to exploit the media in advertising your involvement in Breakin' Bread 2019, including use of the Breakin' Bread logo, if pre-approved by the Birmingham Originals Board of Directors.

CORPORATE SPONSORSHIP

\$2,500

- Corporate Sponsorship of Breakin' Bread 2019
- Logo inclusion on promotional elements including, but not limited to event posters, handbills, social media, and print advertising and marketing materials
- The right to hang up to (1) banners or similar on the event site
- (4) General Admission passes and (2) VIP passes
- Logo inclusion on the Birmingham Originals Website under the Breakin' Bread Tab, with a link to company's website if desired
- Right to exploit the media in advertising your involvement in Breakin' Bread 2019, including use of the Breakin' Bread logo, if pre-approved by the Birmingham Originals Board of Directors.





Thank You

Thank you for your interest in being a part of Breakin' Bread 2019. We hope you will join us in celebrating the best in Birmingham's Culinary Scene. Please note, the levels outlined in this package are simply starting points. We are more than happy to tailor a package that best meets your marketing, outreach and/or charitable giving goals. For more information or to schedule a meeting to discuss in greater detail, please contact Denise Koch, Breakin' Bread Event Manager at deniseedenisekochevents.com or by phone at (205)410.8776.

