



10th Anniversary Fundraising Event

2011 Annual Benefit



Tuesday, November 8th, 2011
One of New York's Most Prestigious Venues – The Legendary
Copacabana
268 West 47th Street at 8th Avenue, New York, NY

SPONSORSHIP & UNDERWRITING OPPORTUNITIES



Dear Potential Sponsor:

The Alliance for Young Urban Design and the Arts, Inc. (AYUDA for the Arts) invites you to celebrate our **10th Anniversary** at New York City's legendary **Copacabana** - on Tuesday, November 8, 2011.

The evening begins for all in the exquisite **Copa Supper Club** with a tapas buffet and top shelf beverages supplied by **DIAGEO**. The VIP ticket will entitle you to a 5-course dinner directed by the culinary talents of **Celebrity Executive Chef Alex Garcia** with red and white wines. Your experience continues upstairs at the **Nightclub at the Copa** where you will dance the night away to the exciting and exotic live salsa music that the Copacabana has been so famous for over the decades.

In addition to the benefits listed on this sponsorship booklet, by becoming a sponsor your company's name will be:

- Included in our extensive advertising campaign, including newspapers, mass mailings, television and signage
- Listed as an event sponsor in our bi-annual newsletter, which is distributed to more than 20,000 individuals
- Listed as an event sponsor on our website, www.ayudaarts.org.
- Listed in our Annual Report

Please join us as a sponsor for our tenth annual fundraising benefit on Tuesday, November 8th, 2011.

With your support, AYUDA for the Arts can continue to help deserving and talented students achieve their dreams through Mentorship and Scholarships. Please review our sponsorship package to learn more. **For additional information, please contact us at 917.968.4191 or email us at info@AyudaArts.org.**

Thank you very much for supporting our urban youth through AYUDA!

Alex Garcia

Alex Garcia, Celebrity Chef

James J. Taratunio

James Taratunio, President



AYUDA for the Arts
542 East 79th Street, Suite 2C, New York, NY 10075
T. 917.968.4191 F. 212.478.3989 email – info@AyudaArts.org

DIAGEO



SPONSORSHIP OPPORTUNITIES



Students of the International of Culinary Education (ICE) at the Fashionable Taste of New York Event



International Designer Gustavo Arango
And Ford Models at Copacabana
AYUDA Fundraising Event, 2006

MASTER CHEF

*This level of sponsorship is a minimum commitment of **\$15,000.***

- Top Billing - Banner and logo display at Event
- 20 VIP tickets to the event
- Six Scholarships in the name of your company at media covered 2012 awards ceremony
- Company info in press and media releases and in AYUDA publicity for full year including linkage to website

EXECUTIVE CHEF

*This level of sponsorship is a minimum commitment of **\$10,000.***

- Banner and logo display at Event
- 15 VIP tickets to the event
- Four Scholarships in the name of your company at media covered 2012 awards ceremony
- Company info in press and media releases and in AYUDA publicity for full year including linkage to website



SPONSORSHIP OPPORTUNITIES cont.



Jose "El Canario" Alberto at LQ
at 2010 Tapas, Mojitos and Salsa Event

PASTRY CHEF

*This level of sponsorship is a minimum commitment of **\$7,000.***

- Logo display at Event
- 10 VIP tickets to the event
- Three Scholarships in the name of your company at media covered 2012 awards ceremony
- Company info in press and media releases and in AYUDA publicity for full year including linkage to website



Executive Chef, Alex Garcia (2nd from right) and
Fellow Exhibiting Chefs at Copacabana
AYUDA Fundraising Event, 2006

SOUS CHEF

*This level of sponsorship is a minimum commitment of **\$5,000.***

- Logo display at Event
- 6 VIP tickets to the event
- One Scholarship in the name of your company at media covered 2012 awards ceremony
- Company info in press and media releases and in AYUDA publicity for full year including linkage to website

PERSONAL CHEF

*This level of sponsorship is a minimum commitment of **\$3,000.***

- Logo display at Event
- 4 VIP tickets to the event
- Company info in press and media releases and in AYUDA publicity for full year including linkage to website



UNDERWRITING OPPORTUNITIES cont.

You can also help AYUDA have a successful event by underwriting some of our expenses.

Venue \$5,000

Event Production \$3,000

Publicity/Advertising \$2,500

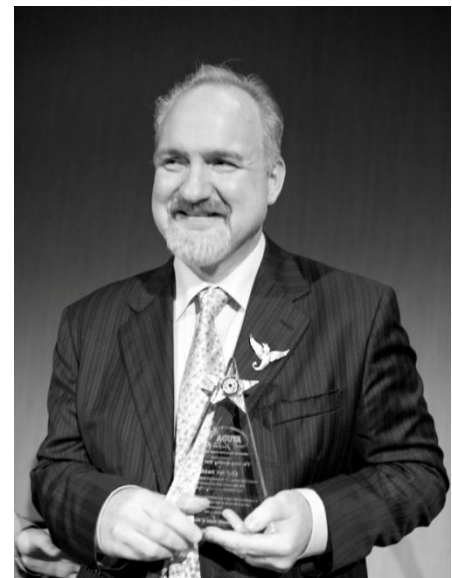
Printing \$3,000

Postage \$1,000

Ground Transportation \$2,500



Chef Amanda Freitag
of The Harrison
2009 Event



2009 Guiding Star Awardee
Master Chef Art Smith



“Copacabana”

268 West 47th Street at 8th Avenue, New York, NY

Our Mission

AYUDA for the Arts is an alliance dedicated to helping students, in financial need, pursue their education in art related fields. We offer undergraduate scholarships and mentorship to advance their studies in their chosen field of the arts.

TICKET INFORMATION

TICKETS

\$100 VIP TICKETS – include

- VIP Cocktail reception 6PM to 7PM
- Dinner at the Copa Supper Club
- Dancing starting at 9PM at the Nightclub at the Copa

\$50 GENERAL TICKETS – include

- Tapas and Cocktails starting at 7:30PM in the Main Reception Area
- Dancing starting at 9PM at the Nightclub at the Copa

Please contact us for special Group and Not-for-Profit rates

Pursuant to the IRC, \$40 for each VIP and \$25 of each General individual ticket is tax deductible.

FOR INFO: Contact

AYUDA for the Arts

Phone 917.968.4191 email – info@AyudaArts.org

542 East 79th Street, Suite 2C, New York, NY 10075

Fax. 212.478.3989

www.AyudaArts.org



Testimonials from Past Scholarship Recipients



I would like to thank you for all that you have done for me these past four years. I am amazed that your organization has not only given me a scholarship to pursue my future in fashion but you have also given me invaluable encouragement and support. The scholarship helped me to purchase the supplies I needed to complete my studies here at Syracuse University. Fashion Design is a very expensive major and the scholarship helped offset the cost for my fabrics and books so that I would not have to spend my first year in college working a lot of hours. Your interest in my progress which you have shown through your visits and your emails has also been of great importance for me. Thank you for helping me obtain an internship and connections at Sully Bonnelly this past summer.

- Mayelin Nolasco, Scholarship for Fashion Design - 2003



It was great feeling to receive a scholarship from AYUDA for the Arts Program. The scholarship lifted pressure off my family's shoulders. It also greatly boosted my confidence in my work. It made me feel the need to do more than what I was capable of doing. Currently, I am working as an Art Director in a small Ad agency, Watson Earl and Partners. I am also a designer over at a dance company, Chen and Dancers in Chinatown, NY.

- Keith Leung, Scholarship for Graphic Arts - 2004



The scholarship I received helped me to personally fund my film projects and pay for printmaking materials during my sophomore/junior years at the Cooper Union. I will be graduating and have a job set up for this summer as the arts director at an all girls summer camp in New Hampshire (Camp Bernadette). I will be living and working in New Hampshire from the first week of June to the last week in August. When I return to New York I am going to apply for a job with the arts department in the Bronx Zoo.

- Kristen Breyer, Scholarship for Fine Arts - 2004



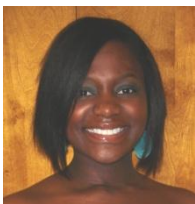
The scholarship I received from AYUDA for the Arts had helped me tremendously last year. It was the first year at Parsons the New School for Design and money was a big issue. But thanks to my high grades in high school, I was able to get enough scholarships to pay for my full tuition. As for the scholarship received from AYUDA, I was able to use it for school supplies. Being an artist means always buying new types of papers, sketchbooks, and different medias to work with. Thankfully, I was always able to be one of the students always prepared for class. With the help of AYUDA, I did not have to take a big amount of loan out which I will then have to pay back when I graduate.

- Erica Maldonado, Scholarship for Graphic Arts - 2005



I would like to take this opportunity to thank you for your generosity in funding the AYUDA for the Arts Scholarship. I am very honored to be the recipient of this award. I am currently a sophomore majoring in Art Photography. While I am continuing my education at Syracuse University, I have been taking many courses within the Arts department and various elective courses such as Community and Literary class (where I am involved with a small group to teach 4th and 5th graders about photography and writing), Silkscreen and Women's Studies. Receiving this scholarship motivates me to maintain my GPA and complete my degree. I thank you for your confidence and willingness to help me achieve my goals.

- Cynthia Wang, Scholarship for Photography - 2005



I can not thank this foundation enough for this scholarship and for the encouragement of youth like me and my friends in the arts. The more I develop a life in the arts, the more I realize how important it is for ... organizations like AYUDA (is) to...young adults called to the arts. (You)...made me feel like, through this program, I would be able to encourage others from many different cultural backgrounds and walks of life letting them know, "If I can do this, you can do this too!". This organization is so very necessary and vital to the health and vitality of the spirit of young adults and their pursuit in the arts and could not have come at a better time in my life; This scholarship has simply reminded me that people want to see me succeed and that with hard work and perseverance, I am capable of conquering dreams beyond my wildest imagination! Again, thank you so much for the support and encouragement that you all have offered me. I hope that I will be able to give as much back to the community as you all have blessed me with.

- Stacey Scott. Juilliard. Scholarship for Performance Arts - 2008



SPONSORS OF PREVIOUS AYUDA EVENTS





SPONSORS OF PREVIOUS SILENT AUCTIONS

ACQUA
DI
PARMA



MADE IN ITALY



AVON



BIOThERM



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bloomingdale's

Ermenegildo Zegna

GUCCI

ESTÉE LAUDER

FREEDOM
HOSPITALITY



LAMBERTSON
TRUEX

Sean John



L'OCCITANE
EN PROVENCE



PRADA

