



*Women leaders in the
culinary, fine beverage and
hospitality professions*

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Association Headquarters Office:
Louisville, KY

3212 Battle Park Way
Marietta, GA 30064
www.ldeatlanta.org

Atlanta Les Dames d'Escoffier International

Atlanta Les Dames d'Escoffier International will host its **13th Annual Afternoon in the Country** at Serenbe on Sunday, November 3, 2013. ***We invite you to join us in this unique celebration as a sponsor.*** Enclosed you will find more information about the opportunities to support this truly special event while gaining the attention of Georgia's prominent leaders in the culinary, beverage and hospitality arts. ***Our past top sponsors have included:*** The Ritz-Carlton-Atlanta, Whole Foods Market, W Hotels, A Legendary Event, St. Regis Atlanta, Destination Cellars, Peachtree Tents & Events, Fiat, Halperns' Purveyors of Steak & Seafood, Gloriosa, Springer Mountain Farms, Reinhart Food Service, AlSCO Linens, Restaurant Depot, The Cook's Warehouse and Wenté Vineyards.

Chefs from Atlanta's top restaurants, paired with our area's best farms will once again be set up in a tasting format alongside fine wines and premium micro-brews--all under festive big-top tents in the beautiful gardens surrounding The Inn at Serenbe near Palmetto. ***Other highlights include:*** Live music by DriveTrain, the South's premiere Bluegrass band, a one-of-a-kind cake raffle featuring sweets from Atlanta's top pastry chefs, hayrides, children's activities and an expanded silent auction offering exclusive dining and travel packages, food and wine merchandise and original art by prominent artists.

Les Dames d'Escoffier International is dedicated to creating a supportive culture in the community, fostering excellence and promoting the achievement of women in hospitality professions through educational and charitable activities. ***Proceeds from Afternoon in the Country benefit the Atlanta Chapter's successful scholarship fund, Georgia Organics and Wholesome Wave.*** Our 2012 event raised \$95,000 for our beneficiaries, and Afternoon in the Country has garnered a reputation as one of Atlanta's most unforgettable food and wine tasting events. Please look over the sponsorship package, and feel free to contact me with any questions. ***Your participation is vital to the success of our 13th Annual event, so thank you in advance for your consideration and generosity.***

Sue Anne Morgan

on behalf of Atlanta Les Dames d'Escoffier International
678.540.2045 / sueanne@idealand.com

Our 2012 event featured dozens of Georgia's elite including: RESTAURANTS / CATERERS: 4th & Swift, Abattoir, Avalon Catering, Babette's Café, Bacchanalia, Bantam & Biddy, Bistro Niko, Bocado, Bold American Events, Briza, Buttermilk Kitchen, Canoe, Chicken and the Egg, Cibo e Bere, Cook Hall, Davio's Northern Italian Restaurant, Delia's Chicken Sausage Stand, Del Frisco's Grille, Double Zero Napoletana, Eleven at Lowes Hotel, Empire State South, Farm 255, Farm Burger, Floataway Café, Georgia Grille, Holeman & Finch Public House, Iberian Pig, JCT Kitchen, Kevin Rathbun Steak, Krog Bar, Kyma / Athens Pizzeria, La Tavola, Leon's Full Service, Livingston Restaurant and Bar, Local Three, Lure, Marlow's Tavern, Modern Restaurant & Bar, Miller Union, Murphy's, Muss & Turners, No. 246, ONE Midtown Kitchen, Parish Foods & Goods, Park at Four Seasons Hotel Atlanta, Proof & Provision, Pricci, Rathbun's, Restaurant Eugene, Rosebud, Serpas True Food, Seven Lamps, Soiree Catering & Events, Southbound, Spice at W Midtown, Star Provisions, Steinbeck's, STG, Sun in My Belly, The Farmhouse at Serenbe, The Feed Store, The Hil, The Hungry Peach, The Lawrence, The Optimist, The Peachtree Club, The Shed at Glenwood, The Spence, Veni Vidi Vici and Woodfire Grill. ***FARMS:*** Anson Mills, Ashland Farms, Ashley Farms, Athena Farms, Benton's Bacon, Bullards Farm, Bramlett's Trout Farm, Burge Plantation, Cimino Farms, Crystal Organic Farms, D&A Farm, Dillwood Farms, Eco Friendly Foods, Fairywood Thicket Farms, Flat Creek Lodge, Full Moon Farm, Geezer's Garden, Gum Creek Farm, Heritage Farms, Hillcrest Orchard, Holt Farms, Katherine Kennedy, Le Tre Lune, Love is Love at Gaia Gardens, McMillan Farms, Mercier Orchards, Moore Farms, Noring Farms, Planted Rock Farm, Rise N Shine Organic Farm, Riverview Farms, Serenbe Farms, Southern Fancy Farms, Southern Swiss Organics, Split Cedar Farm, Springer Mountain Farms, Summerland Farm, Sweet Grass Dairy, Taylor Organic Farms, Tripple Diamond, Trout Farm, Truly Living Well Urban Farm, White Oak Pastures and Woodland Gardens. ***BEVERAGES:*** American Spirits Whiskey LLC, Antica by Antinori, Beanealogy, Big Boat Wine Co, Empire Distributors, Fiji Water, Folio Wines, Four Roses Bourbon, Hemisphere Wines, J Lohr Vineyards and Wines, Justin and Landmark Wines, NO Winery / Pacific Southern Wines, Pernod Ricard Wines and Champagne, Prime Wine and Spirits, Sherlock's Wine Merchant, Sinless Cocktails, Square One Organic Spirits, Ste Michelle Wine Estates, Sweetwater Brewery, The Rutherford Wine Co, Tito's Handmade Vodka, Vibrant Rioja, Wenté Family Estate, Winesellers Ltd and Wrecking Bar Brenpub. ***RETAILERS:*** Cabot Creamery, Gloriosa, Halperns' Steak & Seafood, High Road Craft Ice Cream, Pine Street Market, Serenbe Real Estate, The Cook's Warehouse and W Atlanta - Midtown / Spice Market.

Sponsoring Atlanta Les Dames d'Escoffier International's

13th Annual Afternoon in the Country

The Opportunity

Sponsors aligning themselves with this major event at Serenbe will:

- *Garner the attention of tens of thousands of Metro Atlanta's most upscale, educated and eco-conscious consumers.*
- *Gain exclusive exposure to Atlanta's elite food and wine connoisseur.*
- *Receive a broad spectrum of logo and name advertising through millions of impressions over a wide network of print, radio, television, online and social media marketing.*
- *Support a fundraiser that benefits vital causes such as education, the arts and sustainability.*
- *Take advantage of a targeted marketing powerhouse for a fraction of typical advertising costs.*

About Serenbe

Serenbe is a 1,000 acre community located under 30 minutes from Atlanta's Hartsfield-Jackson International Airport. It is a national model for the future of balanced development in the U.S.—focusing on land preservation, agriculture, energy efficiency, green building, walkability, high density building, arts and culture, and community living for multiple generations. Serenbe was the first hamlet built in Chattahoochee Hills, a 40,000 acre city with an overlay plan that calls for preservation of a minimum of 70% of the acreage. Serenbe's founders, Steve & Marie Nygren and Rawson Haverty, have created an urban model promoting walkability and community living, with upscale private residential homes, commercial space, art galleries, original shops, stables, and a 20-room inn with conference facilities.

The Serenbe Farm is certified organic and biodynamic with a thriving CSA program and Saturday markets. The community is home to three vibrant restaurants—Blue Eyed Daisy Bakeshop (the nation's smallest Silver LEED certified building), The Farmhouse (which has received national critical acclaim in Gourmet and Bon Appetit magazines, and is consistently featured in local publications), and The Hil (owned by executive chef Dame Hilary White, and has received national critical acclaim in Food and Wine magazine, and was named a Best New Restaurant by Atlanta Magazine and the Atlanta Journal Constitution).

Serenbe is also a cultural venue for neighbors and out-of-town visitors, providing events throughout the year such as the May Day celebration, July 4th parade, the elite food and wine event, Afternoon in the Country, concerts, artist bazaar, farm tours, visiting chefs artists and scholars, and lectures with local historians. Most visitors to Serenbe events are upscale, well-educated and eco-conscious.

In 2009, the New York Times dubbed Serenbe a “Sonoma for the New South.”

More information on Serenbe is available at serenbe.com.

Sponsoring Atlanta Les Dames d'Escoffier International's

13th Annual Afternoon in the Country

About Afternoon in the Country – Sunday, November 3, 2013

Chefs from Atlanta's top restaurants, paired with Georgia's top Organic Farms, and select caterers and retailers, are set up in a tasting format alongside fine wine and premium micro-brews - all under festive big-top tents in the beautiful gardens surrounding The Inn at Serenbe.

This event features dozens of Georgia's best including: **RESTAURANTS / CATERERS:** 4th & Swift, Abattoir, Avalon Catering, Babette's Café, Bacchanalia, Bantam & Biddy, Bistro Niko, Bocado, Bold American Events, Briza, Buttermilk Kitchen, Canoe, Chicken and the Egg, Cibo e Beve, Cook Hall, Davio's Northern Italian Restaurant, Delia's Chicken Sausage Stand, Del Frisco's Grille, Double Zero Napoletana, Eleven at Lowes Hotel, Empire State South, Farm 255, Farm Burger, Floataway Café, Georgia Grille, Holeman & Finch Public House, Iberian Pig, JCT Kitchen, Kevin Rathbun Steak, Krog Bar, Kyma / Athens Pizza, La Tavola, Leon's Full Service, Livingston Restaurant and Bar, Local Three, Lure, Marlow's Tavern, Modern Restaurant & Bar, Miller Union, Murphy's, Muss & Turners, No. 246, ONE Midtown Kitchen, Parish Foods & Goods, Park at Four Seasons Hotel Atlanta, Proof & Provision, Pricci, Rathbun's, Restaurant Eugene, Rosebud, Serpas True Food, Seven Lamps, Soiree Catering & Events, Southbound, Spice at W Midtown, Star Provisions, Steinbeck's, STG, Sun in My Belly, The Farmhouse at Serenbe, The Feed Store, The Hil, The Hungry Peach, The Lawrence, The Optimist, The Peachtree Club, The Shed at Glenwood, The Spence, Veni Vidi Vici and Woodfire Grill. **FARMS:** Anson Mills, Ashland Farms, Ashley Farms, Athena Farms, Benton's Bacon, Bullards Farm, Bramlett's Trout Farm, Burge Plantation, Cimino Farms, Crystal Organic Farms, D&A Farm, Dillwood Farms, Eco Friendly Foods, Fairywood Thicket Farms, Flat Creek Lodge, Full Moon Farm, Geezer's Garden, Gum Creek Farm, Heritage Farms, Hillcrest Orchard, Holt Farms, Katherine Kennedy, Le Tre Lune, Love is Love at Gaia Gardens, McMillan Farms, Mercier Orchards, Moore Farms, Noring Farms, Planted Rock Farm, Rise N Shine Organic Farm, Riverview Farms, Serenbe Farms, Southern Fancy Farms, Southern Swiss Organics, Split Cedar Farm, Springer Mountain Farms, Summerland Farm, Sweet Grass Dairy, Taylor Organic Farms, Tripple Diamond, Trout Farm, Truly Living Well Urban Farm, White Oak Pastures and Woodland Gardens. **BEVERAGES:** American Spirits Whiskey LLC, Antica by Antinori, Beanealogy, Big Boat Wine Co, Empire Distributors, Fiji Water, Folio Wines, Four Roses Bourbon, Hemisphere Wines, J Lohr Vineyards and Wines, Justin and Landmark Wines, NO Winery / Pacific Southern Wines, Pernod Ricard Wines and Champagne, Prime Wine and Spirits, Sherlock's Wine Merchant, Sinless Cocktails, Square One Organic Spirits, Ste Michelle Wine Estates, Sweetwater Brewery, The Rutherford Wine Co, Tito's Handmade Vodka, Vibrant Rioja, Wente Family Estate, Winesellers Ltd and Wrecking Bar Brewpub. **RETAILERS:** Cabot Creamery, Gloriosa, Halperns' Steak & Seafood, High Road Craft Ice Cream, Pine Street Market, Serenbe Real Estate, The Cook's Warehouse and W Atlanta - Midtown / Spice Market.

Other highlights include: Live music by **DriveTrain**, the South's premiere Bluegrass band, a one-of-a-kind cake raffle featuring sweets from Atlanta's top pastry chefs, hayrides, children's activities and an expansive silent auction offering exclusive dining and travel packages, food and wine merchandise and original art by prominent artists.

Afternoon in the Country is the annual fundraiser by Atlanta Les Dames d'Escoffier International, a prestigious organization of leading women in the culinary, beverage and hospitality arts. \$95,000 was raised at 2012 at this event, and net proceeds support Georgia Organics, Wholesome Wave and Atlanta Les Dames d'Escoffier International's scholarship fund for women in the culinary, beverage and hospitality arts. This event has grown from 200 attendees at the first annual event in 2000 to over 1,800 expected in 2013. Although there are children's activities at the event, it draws a more upscale food and wine connoisseur with ties to the Metro area's social, culinary and event elite. It has been named one of Atlanta's top food and wine events and attracts sponsors such as W Hotel, The Ritz-Carlton, Springer Mountain Farms, The St. Regis Hotel, Whole Foods Market, Halperns' Purveyors of Steak & Seafood, Fiat, Peachtree Tents and Events, Restaurant Depot and many others wishing to garner the attention of this discerning demographic.

More information on Afternoon in the Country is available at LDEIAtlanta.org.

13th Annual Afternoon in the Country

PRESENTING SPONSOR | \$10,000

- Company logo on all printed material including but not limited to: invitations, mailer cards, event signs, tickets, all event advertising in various print and broadcast media – over 500,000 total media impressions expected.
- Full-page ad in the Official Event Program
- Logo and image on the Atlanta Chapter's Web site, with links
- Quarter page ad in Atlanta Chapter's E-newsletter (quarterly)
- Mention of presenting sponsor status in Les Dames d'Escoffier International's quarterly newsletter
- Onsite signage, banners or posters, at the event, at your discretion
- Opportunity to prominently display products at the event
- Corporate sponsor recognition at all of the Atlanta Chapter's programs and events for one full year
- 10 tickets to Afternoon in the Country (\$1,250 value)
- First right of refusal for 2014 and beyond

PLATINUM SPONSOR | \$5,000

- Company logo on all printed material including but not limited to: invitations, mailer cards, event signs, tickets, all event advertising in various print and broadcast media – over 500,000 total media impressions expected.
- Half-page ad in the Official Event Program
- Company logo on the Atlanta Chapter's Web site, with links
- Company logo in Atlanta Chapter's E-newsletter (quarterly)
- Corporate sponsor recognition at all of Atlanta Chapter's programs and events for one full year
- 6 tickets to Afternoon in the Country (\$750 value)

GOLD SPONSOR | \$2,500

- Company listing on all printed material including but not limited to: invitations, mailer cards, event signs, tickets, all event advertising in various print and broadcast media – over 500,000 total media impressions expected.
- Company logo in the Official Event Program
- Company listing on the Atlanta Chapter's Web site, with links
- Company logo in Atlanta Chapter's E-newsletter (quarterly)
- Corporate sponsor recognition at all of Les Dames programs and events for one full year
- 4 tickets to Afternoon in the Country (\$500 value)

SILVER SPONSOR | \$1,000

- Company listing on all printed material including but not limited to: invitations, mailer cards, event signs, tickets, all event advertising in various print and broadcast media – over 300,000 total media impressions expected.
- Company listing in the Official Event Program
- Company listing on the Atlanta Chapter's Web site, with links
- Company logo in Atlanta Chapter's E-newsletter (quarterly)
- 2 tickets to Afternoon in the Country (\$250 value)

FRIEND OF LES DAMES | \$500

- Company listing in Official Event Program
- Special recognition on Atlanta Chapter's Web site, with links
- Company mention in Atlanta Chapter's E-newsletter (quarterly)
- 2 tickets to Afternoon in the Country (\$250 value)

IN-KIND SPONSOR | Various Levels

In-kind sponsors are gratefully welcomed and will be recognized at any of the above levels. The following is a partial list of in-kind donations that are needed to put on events of this size and scope: Media/PR, Tenting, Audio/Visual, Generator, Staging, Tables, Chairs, Signage, Printing, Entertainment, White table linens, Specialty table linens, Decor, Silent Auction items, Serveware, Wine glasses, Napkins, Paper plates, Plastic utensils, Portable Restrooms, Trash/Recycling dumpster and management, Wine tasting supplies, Water, Ice, Parking Management and other special services.