



# Tasting Station Host Information

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## What / Where / When

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The American Cancer Society is excited to announce the first experience of its kind, **The MKE Experience!** Join us in bringing the city of Milwaukee together for a full “Experience” offering three unique and vastly different opportunities to get involved with the American Cancer Society, allowing corporations and individuals the ability to receive high exposure at a variety of events.

- “Inspiration Soirée,” a young professionals event, to be held at the Brass Alley on **Friday, September 16, 2016**
- “Shoot Down Cancer,” a youth/community-based basketball shooting event in partnership with the Milwaukee Bucks, to be held at The BMO Harris Bradley Center on **Sunday, September 18, 2016**
- Signature “The MKE Experience” social event to be held at The Pritzlaff on **Friday, October 21, 2016**

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## Tasting Station Host – The MKE Experience on October 21, 2016

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The MKE Experience social event will feature a walk-around tasting where guests can sample signature dishes, while also enjoying exciting silent and live auctions at the unique and historic Pritzlaff building in downtown Milwaukee. Partnering with the American Cancer Society as a Tasting Station Host for The MKE Experience event on October 21, 2016 will bolster your reputation and demonstrate your commitment to serving the community.

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## You Accelerate Progress Against Cancer

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Your support of the American Cancer Society advances a united force against every cancer, in every community, every day. We have already contributed to a 23% decline in cancer mortality since the early 1990s. And every day we help patients navigate the healthcare system, we answer their insurance questions, and we provide transportation and lodging that may be needed when treatment is far from home. We are also prioritizing colorectal cancer screening. Colon cancer is one of the few cancers prevented through screening, yet many go unscreened leading to needless death and suffering. With your support, we can increase the colorectal cancer screening rates in Wisconsin.

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## Brand Value

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You have an opportunity to align your personal and professional brands with one of the most trusted and recognized nonprofits in the country. With 97% brand awareness, the American Cancer Society is a valuable partner in building goodwill and tangible action within the community. Additionally, more than 80% of employees had an improved affinity for their employers when their engagement opportunities with the Society were shared.

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For additional information contact:

Kelsey Chapman | Development Manager, Distinguished Events  
American Cancer Society | N19 W24350 Riverwood Drive | Waukesha, WI 53188  
262.523.5507 (o) | 262.523.9433 (f) | kelsey.chapman@cancer.org | mkeexperience.org



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## Tasting Station Host Benefits & Guidelines

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Hosting a Tasting Station at the American Cancer Society's The MKE Experience is a unique opportunity for a restaurant or food provider to make a commitment to the health and well-being of our community.

### Recognition Benefits:

- All tasting station hosts will be recognized in the night-of-event program book (if form is received by 9.23.16).
- Names and/or logos of all tasting station hosts will be included on The MKE Experience website ([mkeexperience.org](http://mkeexperience.org)) and social media.
- Tasting Station Host names may be listed in pre-event publicity materials.
- Promotion on the big screens at the event if we receive a quote and photo/logo by 10.7.16.

Be seen on the big screens! Tasting stations also have the opportunity to include a logo with a quote that will be broadcasted on the large screens at The MKE Experience. The quote should reflect why you choose to support the American Cancer Society's The MKE Experience / the fight against cancer. Please email your quote to [amy.rohrer@cancer.org](mailto:amy.rohrer@cancer.org).

### Expectations:

Tasting station hosts will provide...

- tasting-size samples of a signature dish or cocktail, with enough samples for a crowd of 400 guests (Note: Hosts are responsible for all costs related to their food/drink item(s)).
- equipment necessary to prepare and/or heat their samples
- display materials and decorations for their table
- staff member(s) to staff the station and serve guests at the event

The American Cancer Society will provide for each station:

- Two 8-foot tables with linen
- Disposable serveware (napkins, plates, bowls, tasting cups, and silverware).
- Tabletop signage
- Tasting station hosts must sign an indemnification agreement and submit proof of insurance listing the American Cancer Society as additionally insured by 9.23.16.

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## TASTING STATION HOST COMMITMENT FORM

*As it will appear in print.*

Restaurant/Group name: \_\_\_\_\_

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

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

Mailing address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

### Description of Items Served at the Event:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Fair Market Value of Donation: \$ \_\_\_\_\_

### Additional Questions:

- Y N
- Do you need electricity? If so, for what? \_\_\_\_\_
- Do you need ice or water?
- Do you prefer to serve your dish out of plates or cups?
- We would also like to donate an item to support the event through the silent auction.

### Check List:

Please send the following information to Kelsey Chapman at [kelsey.chapman@cancer.org](mailto:kelsey.chapman@cancer.org):

- ✓ Logo and Quote
- ✓ Certificate of Insurance
- ✓ Commitment Form

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