

## SHEF Chili Cook-Off - Saturday, March 24, 2012



Somerset Hills Education Foundation (SHEF) is planning a fabulous (and fun) benefit that will attract potential customers from the Somerset Hills. The 9th Annual Chili Cook-Off will take place Saturday, March 24, 2012 from 6:00 pm until 10:00 pm at the Upton Pyne Estate in Bernardsville. The event will feature area chefs, restaurants, caterers and individuals, all vying for the title of "Best Chili in the Somerset Hills." Over 2,000 school district parents and SHEF supporters from Bernardsville, Far Hills, Peapack, Gladstone and Bedminster will be invited.



**What is SHEF?** The Somerset Hills Education Foundation (SHEF) is a nonprofit organization whose mission is to provide educational opportunities through innovative programs for the students of The Somerset Hills School District. SHEF fulfills its mission by attracting financial support and gifts of goods and services, then allocating them via grants to projects in the arts, character development, literacy, math, science, and technology. *Visit us at [www.shefnj.org](http://www.shefnj.org).*

# CHILI COOK-OFF

*Yes, I want to be a Sponsor for the 2012 SHEF Chili Cook-Off!*

Please **check** your sponsorship level preference:

**Platinum Level - \$5,000**

Event Sponsor

**Gold Level - \$2,500**

- Rentals
- Big Tent
- Take-Home Bags
- Chili Pepper Lounge

**Silver Level - \$1,500**

- Program
- Tents
- Band
- Invitations
- Silent Auction

**Bronze Level - \$500**

- Postage and Envelopes
- Banner
- Special Events
- Awards
- Flashlights
- Decorating
- Tablecloths
- Cocktail Napkins

**Sponsors only:**

- Yes, I would like to include an item in the take-home bag

*Yes, I want to Advertise in the  
2012 SHEF Chili Cook-Off Program Cookbook!*

- |                                                    |       |
|----------------------------------------------------|-------|
| <input type="checkbox"/> Back Cover (full color)   | \$750 |
| <input type="checkbox"/> Inside Cover (full color) | \$450 |
| <input type="checkbox"/> Inside Cover              | \$350 |
| <input type="checkbox"/> Full Page                 | \$250 |
| <input type="checkbox"/> Half Page                 | \$150 |
| <input type="checkbox"/> Quarter Page              | \$100 |



## Sponsorship Opportunities

All sponsors will be recognized with a banner in the center of Bernardsville and appropriate signage at the event. Only sponsors may include an item in the Take-Home bag. All sponsor levels will be recognized in a designated special section of SHEF's Thank You ad placed in The Bernardsville News (*The SHEF trustees personally pay for this ad so that ticket sales fully fund school programs*).

### Levels of Giving:

	Donation	Comp. Tickets	Comp. Ad in Program
Platinum	\$5,000	4	Two Full Pages <small>on colored stock</small>
Gold	\$2,500	3	Full Page <small>on colored stock</small>
Silver	\$1,500	2	Full Page
Bronze	\$500	0	Half page

### Sponsorships Available:

— Event Sponsor	\$5,000	— Postage/Envs.	\$500
— Big Tent	\$2,500	— Banner	\$500
— Rentals	\$2,500	— Special Events	\$500
— Take-Home Bags	\$2,500	— Awards	\$500
— Chili Pepper Lounge	\$2,500	— Flashlights	\$500
— Silent Auction	\$1,500	— Decorating	\$500
— Program	\$1,500	— Tablecloths	\$500
— Tents	\$1,500	— Cocktail Napkins	\$500
— Band	\$1,500		
— Invitations	\$1,500		

Please contact chair Alice Rose at 908.204.1930 ext. 1344 if you have any questions.

## Advertising Opportunities

Attendees will receive a program at the event that will include chili recipes, information on all the chefs, and advertisements. Additionally, all programs will contain a "secret" number hand-written on an ad. Each attendee will need to look through every page the next day to find their number to get a chance to win door prizes on our SHEF website. This encourages attendees to look through the program and see your ad a second time!

Back Cover	\$750	Color	(4.25" w x 7.5" h)
Inside Cover	\$350/\$450	B&W/Color	(4.25" w x 7.5" h)
Full page	\$250	B&W	(4.25" w x 7.5" h)
Half page	\$150	B&W	(4.25" w x 3.5" h)
Quarter page	\$100	B&W	(4.25" w x 1.5" h)

Ads need to be submitted camera-ready in PDF format on a disc or emailed to [margotlewis@mac.com](mailto:margotlewis@mac.com).  
Please contact Margot Lewis at 908.432.2560 if you have any questions.

**Checks may be made payable to SHEF and mailed to PO Box 684, Bernardsville, NJ 07924.**  
SHEF is a 501c(3) tax-exempt foundation, whose Federal Tax ID number is 22-3446481.

- Please detach and mail this section. Keep the upper portion for your records -

Kindly complete the form below if you wish to become a sponsor or place an advertisement.  
Please check all appropriate boxes on the reverse of this form.

Name of Business: \_\_\_\_\_

Business Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please make check payable to SHEF and mail to PO Box 684, Bernardsville, NJ 07924.  
SHEF is a 501c(3) tax-exempt foundation, whose Federal Tax ID number is 22-3446481.



## WHAT IS SHEF?

Founded in 1996, the Somerset Hills Education Foundation (SHEF) is a nonprofit organization whose mission is to promote and provide educational opportunities through innovative programs for the benefit of the students of The Somerset Hills School District, which includes students from Bernardsville, Far Hills, Peapack, Gladstone and Bedminster.

SHEF fulfills its mission by attracting financial support and gifts of goods and services which are allocated via teacher-requested grants and major initiatives. Funding is cross-curricular including projects in the arts, literacy, math, science, technology, physical education and programs promoting student and faculty development.

## WHAT DOES SHEF FUND?

SHEF has provided **approximately \$750,000** in donations since its inception through teacher-initiated project grants and major initiatives funding . . .

### TEACHER GRANTS

*In the past 15 years, SHEF has contributed more than \$292,000* to fund 221 teacher-initiated project grants that have gone directly to fostering creativity and promoting excellence in our community's classrooms.

### MAJOR INITIATIVES

*Over the last several years, SHEF has funded over \$400,000* in technology across the district including \$90,000 for the cost of materials required to provide district-wide wireless capability.

*With a \$68,000 donation in 2011, SHEF funded three major initiatives:*

- The **Columbia University Readers-Writers Project** has already been implemented at Bedwell Elementary and Bernardsville Middle Schools. This nationally recognized literacy partnership includes on-site faculty training with in-classroom instruction aimed at long-term student engagement and achievement.
- The **College and Career Counseling Center** at Bernards High School included hiring an experienced College Admissions Counselor and provides resources to guide students through the increasingly competitive and complex college admissions process.
- A **Virtual Academy** was established at Bernards High School, enabling the district to offer unique and innovative electives that otherwise would be cut due to low enrollment. Up to 20 upperclassmen can take online courses in more than 40 areas of study including such diverse classes as AP Computer Science, AP Latin, Meteorology and Oceanography.

*In 2011–2012*, SHEF has undertaken a new process to gather information from our constituent communities about what they envision as future SHEF-funded projects. The Trustees and Executive Director are holding a series of “tell us your pie-in-the-sky idea” meetings with administrators, teachers, students, parents and community members. The identified initiatives will be researched and prioritized for support by SHEF in the coming years.



Somerset Hills Education Foundation  
**P.O. BOX 684**  
**BERNARDSVILLE, NJ 07924-0684**

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Alice A. Rose

**9<sup>th</sup> ANNUAL CHILI COOK-OFF ~ MARCH 24, 2012**

Planning for the Somerset Hills Education Foundation's (SHEF) **9<sup>th</sup> Annual Chili Cook-Off** is at a full boil! A highlight of the Somerset Hills social calendar, the annual fundraiser will be held **Saturday, March 24, 2012** at the beautiful Upton Pyne estate on the Bernardsville mountain.

The *Chili Cook-Off* features over 20 chefs who compete on behalf of local restaurants, caterers, businesses, organizations and as individuals to capture the coveted "*Best Chili in the Somerset Hills*" award. The event has attracted 650 – 700 guests each of the past four years and is the primary fundraiser for SHEF – a 501(c)(3) nonprofit organization whose mission is to provide educational opportunities through the funding of innovative programs for the students of The Somerset Hills School District. The district's students hail from Bernardsville, Far Hills, Peapack, Gladstone and Bedminster. *Please see overleaf for more information about SHEF and our recent initiatives.*

**We hope that you will take this opportunity to reach over 700 Somerset Hills residents through your support of the Chili Cook-Off, by becoming a sponsor or advertiser in the Cookbook/Program.**

**As a SPONSOR**, you will receive an ad in the Cookbook/Program and will be recognized on signage at the event and on the *Chili Cook-Off* banner hung in the center of Bernardsville. Sponsors may also include an item in the take-home bag (for sponsors only). In addition, the SHEF Trustees place a prominent advertisement (paid for personally by the Trustees) in the *Bernardsville News* recognizing all of the Chili Cook-Off sponsors. Sponsorship opportunities and benefits are outlined in the enclosed brochure.

**As an ADVERTISER** in the Cookbook/Program, you can be assured that your ad will make it home with our guests – the book is included in the take-home bag handed to guests as they leave the Chili Cook-Off. And the Cookbook/Program book is unique in that it contains all of the Chefs' chili recipes – something that people refer to over and over again! See the enclosed brochure for advertising opportunities and benefits.

**SHEF values your support and takes every opportunity to maximize your sponsorship and advertising dollars!** We hope you will support us!

To do so, please fill out the enclosed form, make your check payable to SHEF, enclose or email (see below) your ad copy or a business card and send them to the above address by **February 24, 2012**. Past supporters will find a copy of their 2011 ad enclosed, which can be edited or signed-off on (as is) and returned with your payment

For more information regarding Sponsorship, contact:

**Alice Rose, Executive Director at 908-204-1930, ext. 1344 or [arose@shsd.org](mailto:arose@shsd.org)**

For more information regarding Advertising, contact:

**Margot Lewis, Advertising Chair at 908-432-2560 or [margotlewis@mac.com](mailto:margotlewis@mac.com)**

Thank you in advance for your generous support.

Best regards,

Margot Lewis  
SHEF Trustee

Alice Rose  
Executive Director/Chili Cook-Off Chair