

2023 Sponsorship Opportunities



Designed
to Dine





OUR MISSION

The Community Fund of Darien inspires people and mobilizes resources to strengthen our community.

OUR VISION

Our vision is for all community members to have the opportunity to reach their full potential as healthy, educated, and self-sufficient individuals.

INTENDED IMPACT

The Community Fund of Darien initiates solutions, builds collaborations, and implements and supports programs to strengthen youth, adults and families for lasting and positive impact in Darien, Norwalk and Stamford.

BY THE NUMBERS

1,100+ Donors

2,000 Instagram Followers

1,150 of Facebook Followers

6,500 Contacts in Database

350 Road Race Participants

300 Designed to Dine Guests

500 Volunteers

9,150 Volunteer Hours

SERVE CONNECT SUPPORT CHANGE LIVES

Why Partner with The Community Fund of Darien?

The Community Fund helps our neighbors in Stamford, Norwalk, and Darien who are hungry, homeless, in need of physical and mental healthcare, job training and youth success programs.

As one of the area's oldest community funds, we are experts in identifying the immediate challenges facing our neighbors, and selecting the most impactful, effective nonprofits in Stamford, Norwalk and Darien that most successfully address these issues. **95% of our funding helps residents in Stamford and Norwalk.**

By partnering with TCF, you are showing your commitment to helping our community's most vulnerable residents through supporting dozens of the highest performing nonprofits.

88% of consumers say they are more likely to buy from companies who give back to the community.

91% of consumers expect businesses to address social or environmental issues.

83% of Americans wish more of the products and services they use would support charities.

80% of Americans are likely to switch brands (equal in quality and price) to one that supports a charity.

Join us today and help us continue our important work.

The Community Fund of Darien's Beneficiaries

Since 1951, TCF has invested \$26 million in local nonprofits and community initiatives in Stamford, Norwalk and Darien.

We help our neighbors in **Stamford, Norwalk** and **Darien** who are hungry, homeless, in need of physical and mental healthcare, job training and youth success programs.

Last year, TCF supported these 32 organizations:

Abilis	Horizons at Norwalk Community College
Americares Free Clinics	Inspirica
Boys & Girls Club of Stamford	Intempo
Building One Community	Kids in Crisis
The Carver Foundation of Norwalk	Laurel House
Child Advocates of SW Connecticut	Liberation Programs
Child Guidance Center of Mid-Fairfield County	New Covenant Center
Child Guidance Center of Southern Connecticut	Open Doors
Children's Learning Centers of Fairfield County	Pacific House
Domestic Violence Crisis Center	Person to Person
Domus Kids, Inc.	Senior Nutrition Program
Family Centers	SilverSource
Filling In the Blanks	Stamford Public Education Foundation
Food Rescue US	Star, Inc., Lighting the Way
Future 5	The Depot - Darien Youth Center
Horizons at New Canaan Country School	The Rowan Center



Corporate Partner Opportunities

Since 1951, The Community Fund of Darien (TCF) has distributed more than \$26 million to local nonprofit organizations and community initiatives in Stamford, Norwalk and Darien. Our focus is on funding basic needs, community health, job training and youth success programs.

Join us in our mission to give all of our community members the opportunity to reach their full potential as healthy, educated, and self-sufficient individuals.

As a 2023 corporate partner, there are two ways to financially support The Community Fund.

1

Darien Road Race
September 17, 2023

The 5-mile run and 1.5 mile fun run, now in its 44th year, brings together runners and families from throughout Fairfield County. Last year, more than 400 people registered for the race. There are various sponsorship levels and benefits for The Darien Road Race.

2

Designed to Dine Fundraising Luncheon
October 25, 2023

This event, now in its second year following an extremely successful debut, will feature unique table settings created by interior designers and businesses showcasing their creativity with originally designed table settings. Three hundred people attended last year's sold-out event. There are various sponsorship levels and benefits for Designed to Dine.



2023 Sponsorship Opportunities

TITLE SPONSOR \$10,000

- Business name and logo as the Title Sponsor in Darien Road Race public marketing collateral
 - Social media (2,000 followers)
 - Website
 - Posters in 50+ Darien retail establishments and event day poster
 - Ticket sales page (500+ visitors)
- Multiple PA recognition announcements on race day to an audience of 500+
- 20 complimentary race registrations (\$800 value)
- Logo on race bib (400 pieces)
- Pre-event business name and logo in TCF's August e-newsletter (6K+ contact list)
- Post-event business name and logo in TCF's September e-newsletter (6K+ contact list)
- Business name and logo published in TCF's 2022-2023 Annual Report
- Premier placement of logo on runner's t-shirt (400 pieces)
- Sponsor recognition at water station or mile marker sponsorship
- Inclusion in pre and post-event press release
- Premier table location under race day tent
- Option to announce the start of the race and present race awards
- Permission to place TCF's logo on your website and other marketing materials for one year
- Unite with TCF's mission to strengthen our local community



2023 Sponsorship Opportunities

PLATINUM SPONSOR \$5,000

- Business name and logo as the Platinum Sponsor in Darien Road Race public marketing collateral
 - Social media (2,000 followers)
 - Website
 - Posters in 50+ Darien retail establishments
 - Ticket sales page (500+ visitors)
- PA recognition announcement on race day to an audience of 500+
- 10 complimentary race registrations (\$400 value)
- Pre-event business name and logo in TCF's August e-newsletter (6K+ contact list)
- Post-event business name and logo in TCF's September e-newsletter (6K+ contact list)
- Logo on runner's t-shirt (400 pieces)
- Sponsor recognition at water station or mile marker sponsorship
- Inclusion in pre and post-event press release
- Unite with TCF's mission to strengthen our local community



2023 Sponsorship Opportunities

GOLD SPONSOR \$2,500

- Business name and logo as the Gold Sponsor in Darien Road Race public marketing collateral
 - Social media (2,000 followers)
 - Website
 - Posters in 50+ Darien retail establishments
 - Ticket sales page (300+ visitors)
- PA recognition announcement on race day to an audience of 500+
- 5 complimentary race registrations (\$200 value)
- Logo on runner's t-shirt (400 pieces)
- Inclusion in pre and post-event press release
- Unite with TCF's mission to strengthen our local community



2023 Sponsorship Opportunities

SILVER SPONSOR \$1,000

- Business name and logo as the Silver Sponsor in Darien Road Race public marketing collateral
 - Social media (2,000 followers)
 - Website
 - Posters in 50+ Darien retail establishments
 - Ticket sales page (300+ visitors)
- PA recognition announcement on race day to an audience of 500+
- Inclusion in pre and post-event press release
- Unite with TCF's mission to strengthen our local community



Runners at the start line

Running to Do Good

42nd Community Fund
of Darien Road Race
September 19, 2022

On Sunday, September 19, 2022 over 300 runners and their fans representing towns from Connecticut, New Jersey and New York gathered at Pear Tree Point in Darien for the 42nd running of The Community Fund of Darien's "Darien Road Race." The 1.5 mile Fun Run and 5 mile race, presented by Mirador, raised funds to benefit The Community Fund of Darien's

nonprofit partners who provide vital youth and family social services programs in Darien, Norwalk and Stamford.

Patrick Dooley of Darien defended his title again this year as the first person to cross the 5 mile finish line, with a time of 25:49. Patrick said that his 2nd Darien Road Race was a lot of fun, not only for him but also his wife and two young daughters, who enjoyed the face painting and other family



Patrick Dooley

activities. "It's a great community event, lots of fun. I have two kids and this is the best kid-friendly race that I've been to."

Darien's Jennifer St. Jean was the first woman to finish the five-mile race with a time of 31:31. She was happy to be part of the event, adding "It's always good to support local charities as part of my running and training. It's a good thing."

The fastest finisher of the

1.5-mile Fun Run participants





1.5-mile Fun Run participants

Non-runners also enjoyed the family-friendly morning, which featured energizing music throughout the event from DJ Eric Shoji, a silent auction, and activities such as face painting, cornhole and temporary tattoos at sponsor tables. Dance on the DL's instructors warmed up the enthusiastic crowd with pre-run stretches to kick off the morning's events.

The race was made possible by local business sponsors and many wonderful volunteers, including presenting sponsor Mirador. Tom Haidinger, Mirador's Chief Marketing Officer and part of Team Mirador's runners and volunteers, noted that the race was a great opportunity for the

1.5-mile Fun Run was Darien's William Bremer, age 15, with a time of 9:42. Members of the DHS boys lacrosse and football teams and girls soccer and field hockey teams participated as runners and volunteers this year to raise awareness for mental health. Bremer decided to sign up with several of his teammates, noting "It's great to run for a good cause."



Face painting and hair dos under tent

financial services firm to give back and practice philanthropy. "The Darien Road Race is the embodiment of what makes this community so special," he said. "Mirador is proud to support the event and support so many worthy programs in our surrounding communities."

Other sponsors included Platinum Sponsor Newport Healthcare, Gold Sponsors

are BMW of Darien, Nuvance Health, Hollow Tree Self Storage & Wine Vault, Sasco River Center. Silver sponsors are Bankwell Financial, Darien Lifestyle Magazine, Darien Rowayton Bank, Darien Running Company, Darien YMCA, Hutchinson Tree Care, Land Rover Darien, Kumon Math & Reading Center of Darien, M&T Bank, Nielsen's Florist & Garden Shop, Noroton Presbyterian Church, Oasis

Senior Advisors, Office Suites of Darien, Palmer's Market, Performance Optimal Health, Rhone, Restore Hyper Wellness, Tooher-Ferraris Insurance Group and Trinity Church, and in-kind donors Chris Gugelman, Cross Private Insurance, Dance on the DL, Darien Disposal Service, Inc., Post 53 EMS, Pure Barre and Trader Joe's.

1.5-mile fun run race participants





2023 Sponsorship Form

Now in it's 43rd year, The Darien Road Race and Family Fun Day is a 5-mile and a 1.5-mile running event on **Sunday, September 17, 2022 at 9AM at Darien's Pear Tree Point Beach.**

SPONSORSHIP LEVEL

☐ \$10,000

☐ \$5,000

☐ \$2,500

☐ \$1,000

Business Name: _____

Name of Contact: _____

Address: _____

Phone: _____

Email: _____

Social Media Handle: _____

☐ Goodie bag item for race packet pick-up (recommended qty. 300) : _____

For inclusion in marketing materials, sponsor payment must be received by July 15, 2023, payable to The Community Fund of Darien.

Please forward a high-resolution JPG or PNG of your business logo by July 15, 2023.
amy.clarke@communityfunddarien.org

Authorized Signature: _____ Date: _____

Questions? Contact Jessica Anderson at jessica.anderson@communityfunddarien.org



2023 Sponsorship Opportunities

PRESENTING SPONSOR \$25,000

- Event speaking opportunity (2 minutes)
- Business name and logo as the Presenting Sponsor in Designed to Dine public marketing collateral
 - Social media (2,000 followers)
 - Website
 - Posters in 50+ Darien retail establishments
 - Ticket sales page (300+ visitors)
- 20 complimentary event tickets (2 tables, \$4,000 value)
- 2-page spread in event program: includes one full-page ad and spotlight story (\$1,000 value)
- Pre-event spotlight story in TCF's October e-newsletter (6K+ contact list)
- Post-event ad featured in TCF's November e-newsletter (6K+ contact list)
- Designed to Dine spotlight story published in TCF's 2022-2023 Annual Report
- Potential pre- and post-event print media coverage
- Opportunity to collaborate with TCF's design team to create a commemorative guest event gift with your logo
- Permission to place TCF's logo on your website and other marketing materials for one year
- Opportunity for exposure to an elite, upscale clientele and community influencers
- Unite with TCF's mission to strengthen our local community



2023 Sponsorship Opportunities

PLATINUM SPONSOR \$10,000

- Business name and logo as the Platinum Sponsor in Designed to Dine public marketing collateral
 - Social media (2,000 followers)
 - Website
 - Posters in 50+ Darien retail establishments
 - Ticket sales page (300+ visitors)
- 10 complimentary tickets to the event (1 table, \$2,000 value)
- One full-page ad in event program (\$500 value)
- Business name and logo in TCF's pre-event October e-newsletter (6K+ contact list)
- Business name and logo in TCF's post-event November e-newsletter (6K+ contact list)
- Opportunity for exposure to an elite, upscale clientele and community influencers
- Unite with TCF's mission to strengthen our local community



2023 Sponsorship Opportunities

GOLD SPONSOR \$5,000

- Business name and logo as the Gold Sponsor in Designed to Dine public marketing collateral
 - Social media (2,000 followers)
 - Website
 - Posters in 50+ Darien retail establishments
 - Ticket sales page (300+ visitors)
- 2 complimentary tickets to the event (\$400 value)
- One half-page ad in event program (\$300 value)
- Business name and logo in TCF's post-event November e-newsletter (6K+ contact list)
- Opportunity for exposure to an elite, upscale clientele and community influencers
- Unite with TCF's mission to strengthen our local community



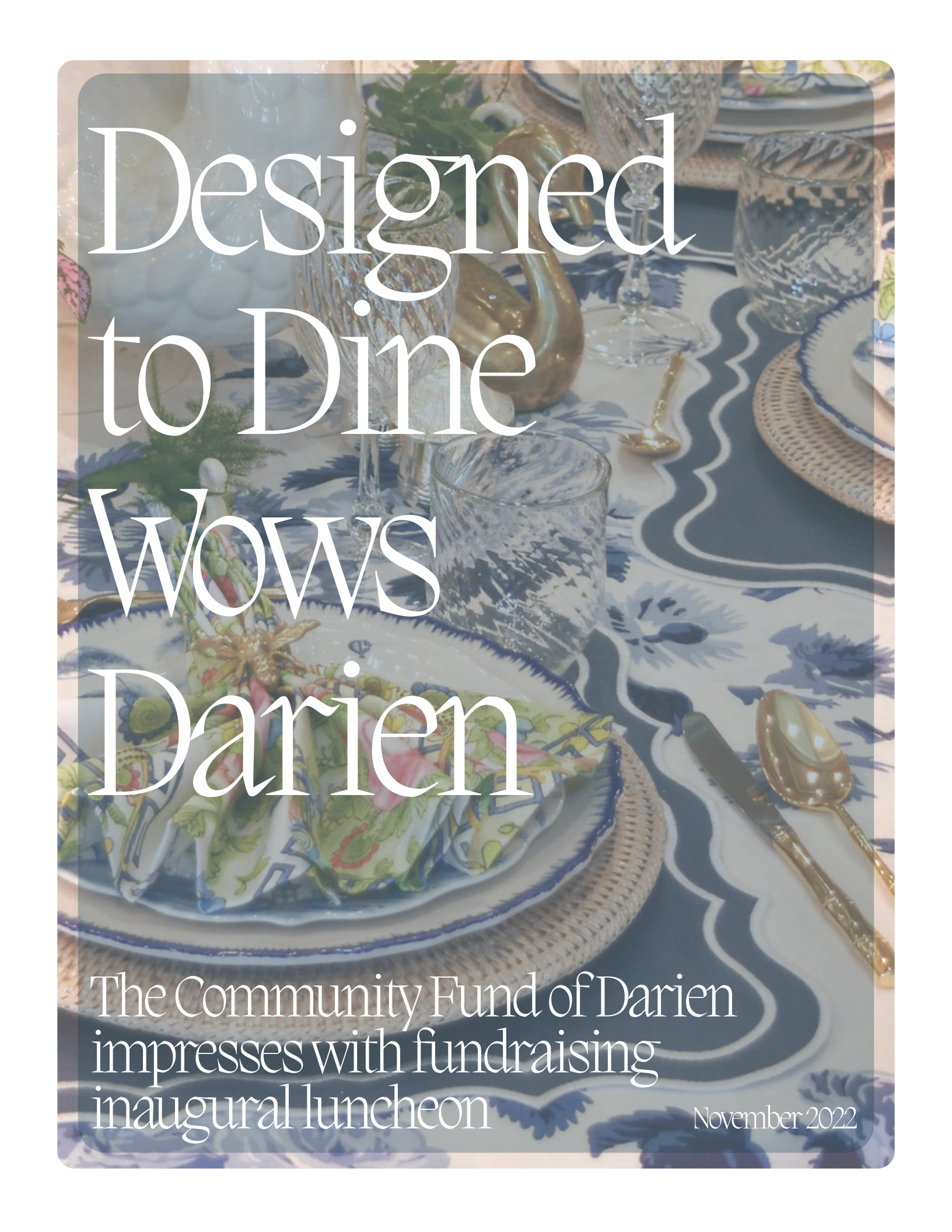
2023 Sponsorship Opportunities

SILVER SPONSOR \$2,500

- Business name and logo as the Silver Sponsor in Designed to Dine public marketing collateral
 - Social media (2,000 followers)
 - Website
 - Posters in 50+ Darien retail establishments
 - Ticket sales page (300+ visitors)
- One quarter-page ad in event program (\$200 value)
- Opportunity for exposure to an elite, upscale clientele and community influencers
- Unite with TCF's mission to strengthen our local community

BRONZE SPONSOR \$1,000

- Business name and logo as the Bronze Sponsor in Designed to Dine public marketing collateral
 - Social media (2,000 followers)
 - Website
 - Posters in 50+ Darien retail establishments
 - Ticket sales page (300+ visitors)
- 20% discounted ad in event program
- Opportunity for exposure to an elite, upscale clientele and community influencers
- Unite with TCF's mission to strengthen our local community



Designed to Dine WOWS Darien

The Community Fund of Darien
impresses with fundraising
inaugural luncheon

November 2022



Tablescape by THE COLLECTIVE

The dining room at Wee Burn Country Club was completely transformed, as 300 guests were treated to an extravagant tabletop affair. On display were thirty spectacular tablescapes created by the area's top designers.

This sold-out luncheon was the first fundraising luncheon for The Community Fund of Darien, and the first tablescape event in Darien. The event supported

The Community Fund's Community Investments which allocates funds to various nonprofits for basic needs, community health, job training and youth success programs across Darien, Stamford and Norwalk.

Guests were dazzled as they perused each uniquely-themed tablescape featuring elegant and festive place settings, and one-of-a-kind centerpieces.

"I've never seen anything like this. The wow factor when I walked into the room took my breath away," exclaimed Darien resident Allegra Erickson.

Designer Joanne O'Neil of JG O'Neil Interiors, whose table featured mid-century modern wood and rattan chairs, gold-rimmed plates and an antique silver candelabra was thrilled to be part of the inaugural event. "I think people loved to see such an array of creativity and high level of taste in one place. It's definitely a discerning crowd, so I think we, as designers, knew what it would take to leave an impression."

EVENT DETAILS

WHAT: Designer tablescapes, luncheon and speakers, Pilar Guzman and Chris Mitchell, publishing powerhouses and authors of *Patina Modern*; and Dr. Jessica Welt of Child Guidance Center of Southern Connecticut.

WHY: Fundraiser for The Community Fund of Darien. TCF raises funds to invest in vetted nonprofits, whose work focuses on basic needs, community health, workforce development and youth success programs.

WHEN: November 2, 2022

WHERE: Wee Burn Country Club, Darien, CT

“The room was brimming with incredible energy and enthusiasm. It was wonderful to be able to share my personality as a designer, and for all of us to come together to help our community in this way,” said designer Sarina Galu, of Design Props Interiors, whose gorgeous creation “Boho and Bling” featured plush white fur seat covers, silver and lucite napkin rings, earthy, woven placemats and an immense centerpiece from Terrain in Westport.

The Community Fund’s

It’s definitely a discerning crowd, so I think we, as designers, knew what it would take to leave an impression.”

– Joanne O’Neil of JG O’Neil Interiors

Executive Director Janet King welcomed guests and introduced guest speaker, Dr. Jessica Welt of Child Guidance Center of Southern Connecticut, who spoke about the vital work her organization does with the help of funding from The Community Fund. Following Dr. Welt, media power couple Pilar Guzman and Chris Mitchell shared their thoughts on design and their new book *Patina Modern: A Guide to Designing Warm, Timeless Interiors*.

Designed to Dine was made

Tablescape by SASCO HILL STUDIO



possible with the support of sponsors KPMG, Ring's End, Moffly Media, Rucci Law Group, Dan Anderson of Merrill Lynch, Hollow Tree Self Storage & Wine Vault, Cailini Coastal, VanderHorn Architects, Baywater Properties, Ellen McCue/Compass, Matthew Dougherty Architects, Morgan Stanley, Fox Hill Builders, Anna Burke Interiors, and of course all of the talented designers who participated. TCF's Director of Advancement and Marketing Jessica Anderson was grateful for the support of the many corporate sponsors. "More and more we are seeing that consumers expect companies to give back when it comes to charitable causes. It's wonderful that so many of our generous sponsors recognize the important work The Community Fund does to support our most vulnerable neighbors."

"We are so very grateful for the generous support and belief in our mission to serve, connect, support and change lives."

– Janet King, TCF
Executive Director



Tablescape by KATHERINE NEDELKOFF DESIGN



Tablescape by JG O'NEIL DESIGNS



Designed to Dine Guests - GINA GROMELSKI AND KATE WATTS GREGORY



Tablescape by SMB INTERIORS

Committee Chair, Brandi Maniscalco, brought the idea to fruition after researching similar events in Naples, FL and Dallas, TX. Designed to Dine surpassed everyone's expectations, as it raised over \$140,000 for The Community Fund. "Our committee, the designers, the sponsors, and the speakers all brought their A game to make this event a success, and it showed in the feedback we received from attendees and of course in the money we raised.

I expect that Designed to Dine will be one of our community's favorite events every year," said Maniscalco. Executive Director Janet King agrees, saying "We are doing our part to build community by creating an opportunity to bring people together to benefit our neighbors. We are so very grateful for the generous support and belief in our mission to serve, connect, support and change lives."

"We are seeing that consumers expect companies to give back when it comes to charitable causes. Our sponsors are clearly committed to that."

- Jessica Anderson, TCF Director of Advancement and Marketing



THE COMMUNITY FUND OF DARLEN /
Wee Burn Country Club

Elements of Style

The Community Fund of Darien showed a flair for the creative at its first-ever Designed to Dine: A Community Gathering. The nonprofit hosted 300 guests for lunch at Wee Burn Country Club, featuring themed tablescapes by local designers. Pilar Guzman and Chris Mitchell, coauthors of *Patina Modern: A Guide to Designing Warm, Timeless Interiors*, spoke about design. The benefit raised more than \$140,000 for community programs supporting basic needs, youth success, workforce development, and health. communityfunddarien.org —Elizabeth Hole »

1 Committee: Christine Gaze, Katie Benson, Jenny Tarleton, Brandi Maniscalco, Claire Johnson, Colleen Thompson, Jenn Moller, Neenu Sharma, Theresa Jandziol 2 Table by Katherine Nedelkoff Design 3 Kristine Miller, Alex Eising, Kim Adams 4 Table by AK Interiors 5 Elizabeth Stuart, Karen Ayoub, Julie Genovese 6 Susanna Burns, Ellen McCue 7 Sponsor: KPMG: Allan Colaco, Jennifer Linardos, Andy Redrup, Anthony Skoda 8 Table by Make-Modern 9 Liz Benedict, Amy Benedict, Nicole Whidden



2023 Sponsorship Form

Now in it's 2nd year, the Designed to Dine Fundraising Luncheon event will take place Wednesday, October 25, 2023 at 10AM.

SPONSORSHIP LEVEL

☐ \$25,000☐ \$10,000☐ \$5,000☐ \$2,500☐ \$1,000

Business Name: _____

Name of Contact: _____

Address: _____

Phone: _____

Email: _____

Social Media Handle: _____

For inclusion in marketing materials, sponsor payment must be received by August 31, 2023, payable to The Community Fund of Darien.

Please forward a high-resolution JPG or PNG of your business logo by August 31, 2023.
amy.clarke@communityfunddarien.org

Authorized Signature: _____ Date: _____

Questions? Contact Jessica Anderson at jessica.anderson@communityfunddarien.org