



ATLANTA CHAPTER
Les Dames d'Escoffier International

NOV 4, 2018
SUNDAY
1 – 4pm

CELEBRATE
and SAVOR
the DATE



18th Annual
Afternoon in the Country



Award-Winning Food & Beverage Tasting Event

*Foxhall Resort: Lush lawns on the river just
35 minutes Southwest of Downtown Atlanta*

2,000 Attendees

*130 of the Regions' Top Chefs, Restaurants,
Farms, Wineries, Breweries and Distilleries*

*130 Distinguished Members of
Les Dames d'Escoffier International Atlanta
Leading women in the Culinary, Beverage and Hospitality Arts*

Millions of Online and Traditional Media Impressions

*Proceeds Benefit Scholarships for Women's Education, Georgia's
Farming Community and Organizations that Feed the Hungry*

Partnership Opportunities



About Afternoon in the Country



Afternoon in the Country is the annual fundraiser by Les Dames d'Escoffier International Atlanta, a prestigious organization of leading women in the culinary, beverage and hospitality arts.

This highly anticipated event has grown from 200 attendees at the first annual event in 2000 to 2,000 expected in 2018.

The event draws an upscale food and wine connoisseur with ties to the Metro area's social, culinary and event elite.

Afternoon in the Country attracts sponsors wishing to garner the attention of a discerning demographic who support LDEI Atlanta and their beneficiaries.

For more information, and to see our event video, visit LDEIAtlanta.org.

Allie Award Winner –
“Best Public Fair or Festival”

Voted one of Atlanta's Top
Food & Wine Events by
Atlanta Journal Readers

Beautiful and spacious
venue, Foxhall Resort

Tasting participants
comprised of top
Restaurateurs, Chefs,
Caterers, Retailers,
Wineries, Distilleries,
Distributors and Farms

2,000 Guests comprised of
the region's most discerning
food, wine and social crowd
focused on supporting Atlanta
LDEI and its beneficiaries

Expansive silent auction and
famous cake raffle

Afternoon in the Country Beneficiaries



"Your career is what you get paid for, your calling is what you're made for. Ever since I was a little girl, I can remember sitting in the kitchen with my mother at the holidays while she made her specialty, lasagna. Food has always been a big part of my life and my culture. I am one child of three of a single mother, and I watched her struggle and work hard to get food on the table and clothes on our back. We never went a day without a meal on the table but I know that she wondered where the next one would come from. I see how hard she worked and it motivated me to be the best I can be. Financial aid will help me pursue my dreams and take the burden and stress off my mother... Investing in me is worth it and I will not let you down."

Eboni Hughes, Scholarship Recipient

With your support, each year we are able to give:

- Dozens of scholarships for young women who are pursuing their culinary dreams
- Thousands of dollars in grants for farm and food provisioners
- Mentorship opportunities for our 140 members to engage more women in food, beverage and hospitality professions



the giving kitchen



"Our partnership with Les Dames is like rich, beautiful compost. Georgia Organics wouldn't have been able to grow without them. Proceeds from Afternoon in the Country and member involvement have absolutely allowed Georgia Organics to increase the number of organic farms, kids participating in farm to school programs and Georgians eating local food."

Alice Rolls, Executive Director, Georgia Organics



Your participation is a true win-win, marketing your brand to our attendees and participants, with highly coveted demographics, while helping us give back even more.

Afternoon in the Country Attendees



Our attendees are:

Well-traveled

68% travel at least
4x per year for pleasure

High-earners

70% earn an annual salary of
100K+, 40% earn an annual
salary of 200k+

Educated

90% have a bachelor's degree,
with 31% having a master's
degree or higher

Discerning Palates

Age range of 45-54 with
interests in going out to eat,
socializing with family and
friends, cooking at home and
appreciation of wine,
beer and spirits


Sophisticated Event-Goers

76% have attended two or
more Afternoon in the
Country events. A
remarkable 33% have
attended five or more.

*Data based on event attendee survey
conducted in March 2017.*



Partnership Opportunities

Sponsorship Packages	Presenting \$35,000	Diamond \$25,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Friend \$1,000
Recognition on Website	Logo	Logo	Logo	Logo	Logo	Logo	Listing
VIP Early Entry Tickets	32 (\$4,000 Value)	24 (\$3,000 Value)	16 (\$2,000 Value)	10 (\$1,250 Value)	6 (\$750 Value)	4 (\$500 Value)	2 (\$250 Value)
Recognition in Event Program	Back Cover, Full Page Ad	Full Page Color Ad	Half Page Color Ad	Half Page Ad	Logo	Name	Name
Company Logo on Collateral*	✓	✓	✓	✓	✓	✓	
Onsite Activation by Sponsor	20'x20' Space	15'x15' Space	10'x10' Space	6' Table Space	6' Table Space		
Custom Promotional Opportunities Prior to and During Event	✓	✓	✓	✓			
Onsite Banners/Signage at event (mutually agreed upon locations)	✓	✓	✓	✓			
Recognition for one year at LDEI Atlanta Events	✓	✓	✓	✓			
Name on Directional Signage En Route to Event (approx. 10 highly visible signs)	✓						
Stage Naming Rights	✓						
Dedicated Email to Event List Sent by LDEI Atlanta (5,000+ contacts; content to be mutually agreed upon)	✓						
Choice of (2) Two available Auxiliary Activations such as: Technology/Phone Charging Station, Photo Booth, Parking Lot, Lounge, Wine Lanyard, Exit Gifting Opportunity	✓						

* Over 17 Million Media Impressions expected. Collateral may include: invitations, social media, signs, ticketing site, print/broadcast advertising.

Custom sponsorship packages can be crafted based on your priorities. Below are just a few additional event elements available:

- VIP Foxhall Experience
- Photo booth
- Chef appreciation gifts
- Wine holder lanyards
- Wine glasses
- Charging station
- Washroom – including special beverage or food item for those in line and the services of a washroom attendant and mirror branding in our executive washroom trailers.
- Cake Raffle
- Virtual gift bags
- Lounge area
- Transportation
- Attendee wi-fi
- Silent auction

We look forward to exploring a connection for your brand and Afternoon in the Country.

To discuss your opportunities and priorities, contact Dame Natasha Cary, natasha@flavorex.com or (404) 808-1279

Les Dames d'Escoffier International Atlanta Chapter is a non profit 501(c)(3), Tax ID #58-2431425

About Les Dames d'Escoffier International



Les Dames d'Escoffier International is a worldwide philanthropic society of professional women leaders in the fields of food, fine beverage and hospitality.

The invitation-only membership, composed of 40 individual chapters across the United States, Canada the United Kingdom and Mexico, is highly diversified and reflects the multifaceted fields of contemporary gastronomy and hospitality. Those who are invited to join by individual chapters are professional women in leadership positions in food, wine, other fine beverage, hospitality, nutrition or other fields that relate to these disciplines. Members are dedicated to furthering the role of women in the professions of food, wine and hospitality. Chef Julia Child was a member of the organization and received one of its first “Grand Dame” awards.

Nationally, Les Dames Chapters conduct fundraising projects and award scholarships to women in culinary, beverage and hospitality industries. To date, the 40 Chapters around the world have collectively awarded more than \$4 million in culinary scholarships.

The Atlanta Chapter is renowned throughout the organization for Afternoon in the Country, and its 130 members are comprised of Atlanta’s prominent:

Restaurateurs / Chefs / Caterers / PR Executives / Event Planners / Fundraisers / Culinary Teachers / Nutritionists / Wine Industry Executives / Hotel Executives / Retailers / Farmers