



Capital Chapter
P.O. Box 14324
Tallahassee, FL 32317-4324
www.fpra-capital.org

Dear Leon County Commissioner:

The Capital Chapter of the Florida Public Relations Association will host the 12th annual Roast & Toast scholarship dinner honoring John Marks, Mayor of the City of Tallahassee, on Thursday, July 23, 2009 at The University Center Club at Florida State University. Proceeds will go toward academic scholarships for students in the FSU College of Communication and the FAMU School of Journalism and Graphic Communication.

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Every year, more than 400 business and community leaders attend Roast & Toast, which has become one of Tallahassee's must-attend events. Previous Roast & Toast honorees include Gary Yordon, media and governmental consultant and host of WCTV's "The Usual Suspects; Bill Montford, former superintendent of Leon County Schools; Susie Busch-Transou, co-owner of Tri-Eagle Sales; Mike Pate, former publisher of the Tallahassee Democrat; Gene Deckerhoff, the voice of the Florida State Seminoles; and Leon County Sheriff Larry Campbell among others.

As the only fundraiser of the FPPRA Capital Chapter, Roast & Toast is the organization's signature event, and public relations professionals throughout the region are working diligently to make it a success. We hope that you will join in the effort by becoming a sponsor. As a sponsor, you will be recognized on event signage, banners, invitations, website and other promotional tools. This is an excellent community relations and image-building opportunity. As a Roast & Toast sponsor, your company will be featured in front of community, business and political leaders, as well as area public relations professionals. A complete listing of sponsorship levels and benefits is attached.

A member of the Roast & Toast planning committee will contact you within the next week. In the interim, if you have any questions or would like further information, please feel free to contact me at (850) 224-0174 or jamief@moore-pr.com.

Thank you for considering this opportunity. We look forward to the possibility of working with you!

Sincerely,

Jamie Fortune
Chair, Roast & Toast 2009
Florida Public Relations Association
Capital Chapter



**12th Annual Roast & Toast
Honoring Mayor John Marks
July 23, 2009**

Florida Public Relations Association - Capital Chapter

The 12th Annual Roast & Toast hosted by the Capital Chapter of the Florida Public Relations Association (FPRA) will roll out the red carpet and celebrate the career and contributions of the “star” of our city, John Marks, Mayor of the City of Tallahassee. Event proceeds go toward scholarships awarded to the best and brightest communications students at Florida State University and Florida A&M University.

More than 400 people attend this event every year, so it is a great opportunity for local organizations to gain recognition through sponsorship. Below are suggested sponsorship levels, but all packages are negotiable and can be modified to help organizations best meet their goals.

Please contact Jamie Fortune at jamief@moore-pr.com or 850-224-0174 if you are interested in helping make this event a great success and gaining excellent exposure for your organization.

Academy Awards: \$5,000

- “Presenter” status (“12th Annual Roast and Toast presented by... ”)
- 20 event tickets/2 sponsor tables
- VIP table placement
- 16 invitations to the private “Old School Pre-Party” with Mayor John Marks and his roasters
- Logo on FPRA Capital Chapter’s Web site
- Company signage at private reception
- Corporate table signage

- Logo placement on sponsor signage/banner at event
- Recognition in PRiority, the monthly e-newsletter for the Capital Chapter of FPRA
- Logo placement on event PSA**
- Name or logo on event video**
- Name/logo on event invitations, flyers, etc.**
- Verbal recognition from stage at event
- Opportunity to address the audience from the stage
- Company reps may participate in presentation of scholarship checks
- Recognition in post-event press release
- Recognition in event program

Golden Globe Awards: \$2,500

- 14 event tickets/1 sponsor table plus four additional seats
- VIP table placement
- 12 invitations to the private "Old School Pre-Party" with Mayor John Marks and his roasters
- Logo on FPRA Capital Chapter's Web site
- Corporate table signage
- Logo placement on sponsor signage/banner at event
- Recognition in PRiority, the monthly e-newsletter for the Capital Chapter of FPRA
- Logo placement on event PSA**
- Name or logo on event video**
- Name/logo on event invitations, flyers, etc.**
- Verbal recognition from stage at event
- Recognition in post-event press release
- Recognition in event program

People's Choice Awards: \$1,500

- 10 tickets/1 sponsor table
- VIP table placement
- 8 invitations to the private "Old School Pre-Party" with Mayor John Marks and his roasters
- Logo on FPRA Capital Chapter's Web site
- Logo placement on sponsor signage/banner at event
- Recognition in PRiority, the monthly e-newsletter for the Capital Chapter of FPRA
- Name or logo on event video**
- Verbal recognition from stage at event
- Recognition in event program

Emmy Awards: \$1,000

- 6 tickets at a sponsor table
- VIP seating placement
- 4 invitations to the private "Old School Pre-Party" with Mayor John Marks and his roasters
- Logo on FPRA Capital Chapter's Web site
- Logo placement on sponsor signage/banner at event
- Recognition in PRiority, the monthly e-newsletter for the Capital Chapter of FPRA
- Name or logo on event video**
- Recognition in event program

Screen Actors Guild Awards: \$500

- 2 seats at a sponsor table
- VIP seating placement
- 2 invitations to the private "Old School Pre-Party" with Mayor John Marks and his roasters
- Logo placement on sponsor signage/banner at event
- Recognition in PRiority, the monthly e-newsletter for the Capital Chapter of FPRA
- Recognition in event program

Tony Awards: \$250

- Logo placement on sponsor signage/banner at event
- Recognition in PRiority, the monthly e-newsletter for the Capital Chapter of FPRA

"The Envelope Please" Table Patron: \$1,000 (\$500 for FPRA members)

- 10 tickets at one table
- Recognition in PRiority, the monthly e-newsletter for the Capital Chapter of FPRA
- Recognition in event program

**If received by production deadline.

Florida Public Relations Association - Capital Chapter

ROAST & TOAST 2009

Annual scholarship dinner
honoring

Mayor John Marks

Thursday, July 23, 2009
University Center Club

Proceeds benefit student scholarships at Florida State University and Florida A & M University.

ORDER FORM

Sponsorships/Tickets/Tables

Please indicate the sponsorship level in the appropriate section below. Complete the total amount and payment method and return to Jamie Fortune at jamief@moore-pr.com or fax to (850) 224-9286.

Company/Individual Name: _____

Contact Person: _____

Contact Address & Phone/E-mail: _____

Sponsorships**

- _____ Academy Awards Sponsorship \$5,000
- _____ Golden Globe Sponsorship \$2,500
- _____ People's Choice Sponsorship \$1,500

- _____ Emmy Awards Sponsorship \$1,000
- _____ Screen Actors Guild Awards \$500
- _____ Tony Awards Sponsorship \$250

* Sponsor tables are closest to the front and center of the room.

Tables

- _____ Private table (seating for 10) \$1,000
- _____ FPRA member private table (seating for 10) \$500

Tickets

- _____ General tickets, \$75 each
- _____ General tickets (FPRA members) \$50 each

TOTAL
\$ _____ Sponsorships sub-total
\$ _____ Tables sub-total
\$ _____ Tickets sub-total
\$ _____ TOTAL AMOUNT

Please make check payable to: FPRA Capital Chapter
Mail check to Jamie Fortune, Moore Consulting Group, 2011 Delta Blvd., Tallahassee, FL 32303

Questions?