
**The Culinary Institute
of America
Board of Trustees**

William C. Anton
Elaine C. Bell '78
Robert L. Berenson
Richard J. Bradley
Lee A. Cockerell
Barry E. Colman '83
John N. Daly
Sebastian J. DiMeglio
James C. Doherty
Frank J. Fahrenkopf Jr.
John R. Farquharson
Robert Glickman
Burton Hobson
Michael S. Kaufman
Ted J. Kleisner
Takeshi Kohjima
Barbara E. Lawrence
Charles Merinoff II
M. Cameron Mitchell '86
Edna K. Morris
John L. Patten
Marshall M. Reisman
Melinda R. Rich
John L. Sharpe
Nick Valenti



The Culinary Institute of America
10th Anniversary Annual Gala
136 East 57th Street, Suite 1505
New York, NY 10022-2707

*The Culinary
Institute of America
10th Anniversary
Annual Gala*



Benefit Co-Chairs

Donald G. Tober
Curtis C. Nelson
Marilyn Carlson Nelson

Supporting Sponsor

Coca-Cola

Co-Chairs

Carlson Hospitality Worldwide
Grey Global Group, Inc.
Nation's Restaurant News
PepsiCo, Inc.
Sugar Foods Corporation

The Culinary Institute of America 10th Anniversary Annual Gala

The CIA on Broadway

Honoring
Jonathan Tisch
Chairman and CEO, Loews Hotels

Thursday, October 14, 2004
Gotham Hall
1356 Broadway
New York City
6:30pm Cocktails
7:30pm Dinner
Business Attire

Response card attached. For more information,
please call (212) 838-2660, ext. 22 or
e-mail sperrin@loreleievents.com
or visit www.ciachef.edu/development

Proceeds to benefit the
Jonathan Tisch Endowed Scholarship Fund

Response Card

The Culinary Institute of America
Annual Gala Honoring
Jonathan Tisch
Chairman and CEO, Loews Hotels
October 14, 2004 - Gotham Hall

I would like to make the following
table reservation:

\$100,000 UNDERWRITING SPONSOR
VIP Reception and two VIP Tables for 10 guests each
Listing as Underwriting Sponsor and Event Co-Chair
on all printed materials
Logo on all printed materials, on screen and on
CIA website
Two page Journal Ad and Signage at event
Listing in the Annual Report, the Annual Donor
Report and *mise en place* magazine

\$75,000 PRESENTING SPONSOR
VIP Reception and two VIP Tables for 10 guests each
Listing as Presenting Sponsor and Event Co-Chair on
all printed materials
Logo on all printed materials, on screen and on
CIA website
Two page Journal Ad and Signage at event
Listing in the Annual Report and the Annual
Donor Report

\$50,000 SUPPORTING SPONSOR
VIP Reception and VIP Table for 10 guests
Listing as Supporting Sponsor and Event Co-Chair
on all printed materials
Logo on all printed materials, on screen and on
CIA website
Full page Journal Ad and Signage at event
Listing in the Annual Report and the Annual
Donor Report

\$25,000 CO-CHAIR SPONSOR
VIP Reception and VIP Table for 10 guests
Listing as Event Co-Chair on all printed materials,
on screen and on CIA website
Full page Journal Ad and Signage at event
Listing in the Annual Report and the Annual
Donor Report

\$15,000 VICE CHAIR SPONSOR
Reception and Premium Table for 10 guests
Listing as Event Vice Chair on all printed materials
Half page Journal Ad
Listing on screen during dinner and in
Annual Report

\$10,000 SPONSOR
Reception and Table for 10 guests
Listing in the Dinner Program and in the
Annual Report

TICKETS

- \$2,000 Benefactor Ticket(s) - Reception & Dinner
- \$1,000 Patron Ticket(s) - Reception & Dinner
- \$500 Alumni Ticket(s) - Reception & Dinner

BLACK & WHITE JOURNAL ADVERTISEMENT

- \$3,000 Full Page
- \$1,500 Half Page

Name _____
(Please print exactly as you wish to be listed)

Title _____

Firm _____

Address _____

City _____

State _____ Zip _____

Phone _____

Fax _____

Please bill credit card \$ _____

___ Master Card ___ Visa

___ American Express ___ Diners Club

Card Number _____

Expiration Date _____

Signature _____

___ Check will follow

Check Enclosed: \$ _____

Please make checks payable to:
The Culinary Institute of America
A portion of each ticket is tax-deductible.

Send to:
The Culinary Institute of America
Gala Headquarters
136 East 57th Street, Suite 1505
New York, NY 10022

Camera Ready Art deadline: October 1, 2004
Journal Size: 8.5" x 11". Trim size for bleed ads:
8.75"x11.25"; for non-bleed ads: 7.5" x10".
Photos: 133 line screen or 300 dpi. Digital
file: Quark or Illustrator EPS on CD containing
all fonts and images. No PDFs or Word
documents, please.

For information:
Lorelei Enterprises at (212) 838-2660, ext. 22
sperrin@loreleievents.com

Please detach along perforated line and enclose in envelope provided