Saturday, September 8, 2012.  6:30 P.M. to 11:00 P.M.

The Island Creek Oysters Foundation (ICOF)

At Island Creek Oysters Foundation, we believe that aquaculture will play an important role in meeting the food production needs of a growing human population. The Island Creek Oysters Foundation supports projects that use sustainable aquaculture as a food source. Additionally, we educate and inform people about the value of aquaculture as a solution to the global issue of food production.

This year, friends for Haiti will raise $100,000 to purchase tilapia farming starter kits for 40 impoverished Haitian families. Due to decades of pollution and overexploitation, Haiti cannot produce enough fish to feed its own population. Through aquaculture projects like Caribbean Harvest, the Haitian domestic fishing industry will be renewed, incomes will be generated, and Haiti will once again be able to feed itself.

There are about 3,000 destitute people living in straw huts in seven villages on Haiti’s largest lake - Lake Azeui. These rural villagers are unemployed, with no property ownership, schools, clean water or access to health care. The average annual income in Haiti is $450 USD and is far less than that in the impoverished lake Azeui region.

Not only will the annual income of the 40 families who receive starter kit funding from ICOF see a tenfold rise in income in their first year of participation from an average of $300 per year to nearly $3,000 per year, they will also help to supply a year-round source of protein for their families, their village and their country.

For more information on the tilapia fish farming project, our collaboration with Caribbean harvest, and how our work impacts food production in the laze Azeui region, visit our website and view Time magazine’s video: www.islandcreekfoundation.org.
Island Creek is uniquely positioned to bring together the best of the best from the nation’s food world, the global philanthropic community, media, and Boston and the South Shore’s party goers. Last year’s Friends for Haiti event saw these groups come together not only to raise over $100,000 for the Haiti project, but to create one of the best evenings out in 2011.

The all-inclusive evening will begin with ICO’s iconic raw bars loaded with oysters, passed hors d’oeuvres and cocktails created by Boston’s favorite barkeep, the Hawthorne’s Jackson Cannon.

Cocktails will be followed by sunset over the back river and short plates from some of the best chefs in the country. Our food lines are renowned for their brevity, but the mingling chefs, winemakers, farmers, musicians and philanthropists make our lines are one of the night’s best forms of entertainment.

We are pleased to have Dr. Valentin Abe of Caribbean Harvest as our honored guest. Dr. Abe was named one of time’s top 100 to watch in 2009 and was introduced to ICOF through president Bill Clinton. Dr. Abe is a native of the Ivory Coast, a graduate of Auburn University in Alabama, and has spent the last 16 years in Haiti establishing the tilapia fish farming operation. ICOF is humbled to know him and proud to support his vision.

All proceeds from Friends for Haiti directly benefit our collaboration with Dr. Abe. ICOF will purchase tilapia fish farming kits for 40 Haitian families and earmark any additional funds for the necessary expenses required to oversee the success of the project.
“It was a fantastic time. Held at Duxbury Beach in a gigantic tent that would’ve put the Kardashian wedding to shame, all of Boston’s biggest Chefs were there.” *Boston Grub Street*

“On a gorgeous afternoon earlier last month, I entered the huge tent that they'd set up on the beach in Duxbury, which was filled with outstanding chefs preparing oyster BLTs, grilled oysters, and hundreds and hundreds of raw oysters, shucked and served just out of the sea.” – *Janelle Nanos, AOL Gadling*

“People will be having a good time and celebrating oysters,” said Bennett, who expects festival-goers will eat 40,000 oysters, plus a variety of dishes prepared by legendary chefs. “But it’s also exciting to me that we can support these aquaculture projects in poor places.” – *The Patriot Ledger*

“The result is so direct and so dramatic,”’ Skip Bennett, Island Creek’s founder, said recently. “Val has developed a great program, and he’s looking for more people to help him. We’re just one small group of people who really believe strongly in giving back.” – *The Boston Globe*

“Friends for Haiti brought some of Boston’s best chefs to Duxbury Beach” – *The Boston Globe, Mark Shanahan and Meredith Goldstein*

“A delightful evening” “If Oysters are aphrodisiacs, everyone went home horny but not hungry” – *Jonathan Soroff, Improper Bostonian*

“A fundraiser for the Island Creek Foundation, a foundation that supports multiple causes and serves as proof that my favorite oysters are raised by people with giving hearts. If you like Oysters, there’s no other place to be.” *Satedepicure.com*
DEMOGRAPHICS

Island Creek Oysters friends are generous educated consumers who not only love oysters but show strong support for the local and national food communities. Our friends share our love of the best in food, drink and parties as well as our deep commitment to making the world a better place.

Our guests are from the Greater Boston area, the South Shore, and other parts of New England, as well as the rest of the country. Our guests and in-kind doors represent multiple industries, including some of the best chefs from Boston, New York and across the country, national and international winemakers, and television and radio personalities.

Sponsorship of Friends for Haiti includes customizable opportunities to promote your business, great perks, and the opportunity to reach thousands of people:

- 600+ guests, donors and sponsors will attend Friends for Haiti.

- 5,000+ people follow Island Creek Oysters Facebook page; 1,000 click through to the website to access the event page in the two months leading up to the event.

- 3,300 + people follow ICO on Twitter. Our participating chefs will also be tweeting and using Facebook to celebrate their participation - extending the promotional reach of the festival.

- Media promotions include online, print, television and radio.

Sponsors will be included in all press releases to local newspapers and news journals highlighting sponsorship. Our public relations firm, All Heart PR, will have a photographer on hand to showcase sponsor involvement. A slide show of Friends for Haiti 2011 can be found on our website: www.islandcreekfoundation.org

Outlets that have given coverage to Friends for Haiti and Island Creek Oyster Festival have include: The Boston Globe, Boston Haitian Reporter, Boston Magazine, The Improper Bostonian, Dig, Biz Bash, WBUR, TV Diner, Grub Street, Boston Common, Daily Candy, Urban Daddy, Thrillist, The Feast, Just Luxe, Zagat, bostonchefs.com, Stuff, Edible Boston, Edible South Shore, Duxbury Clipper, Duxbury Reporter, Cape Cod Times, The Patriot Ledger, WHDH Fox News, Simply Ming.
SPONSORSHIP OPPORTUNITIES

$25,000 Title Sponsorship
• Sponsorship Recognition: “Friends for Haiti, Sponsored by Your Company”
• 40 Friends for Haiti Fundraiser Tickets - an all inclusive evening
• Title Sponsorship recognition - including corporate logo on all available printed materials (until May 15) & web materials.
• Personalized product placement strategy/Corporate promotion at Friends for Haiti Fundraiser
• One complimentary Island Creek Raw Bar, including oysters for 100 people and shuckers. To be used October 1, 2012 through September 1, 2013 at the location within 90 miles of Duxbury Beach.
• Complimentary tour and cocktails “on the farm” at ICO for 12 guests. To be used October 1, 2012 through September 1, 2013, weather and tides permitting.
• $18,000 Tax Deductible

$10,000 Sponsorship
• 15 Tickets to the Friends for Haiti Fundraiser - an all inclusive evening
• Sponsorship recognition - including corporate logo on all available printed materials (until May 15) & web materials.
• Opportunity to sponsor an area of the “Friends for Haiti” Fundraiser
• Personalized product placement strategy/corporate promotion at Friends for Haiti Fundraiser
• One complimentary Island Creek Raw Bar, including oysters for 40 people and shuckers. To be used October 1, 2012 through September 1, 2013 at a location within 90 miles of Duxbury Beach.
• $7,700 Tax Deductible

$5,000 Sponsorship
• 8 Tickets to the Friends for Haiti Fundraiser - an all inclusive evening
• Personalized product placement strategy/corporate promotion at the Friends for Haiti Fundraiser
• Sponsorship recognition in promotional materials
• $4,000 tax deductible

$2,500 Sponsorship
• 4 tickets to the Friends for Haiti Fundraiser - an all inclusive evening
• Sponsorship recognition in promotional materials
• $2,000 tax deductible

$1,000 Sponsorship
• 2 tickets to the Friends for Haiti Fundraiser - an all inclusive evening
• Sponsorship recognition in promotional materials
• $800 tax deductible
IN KIND DONOR RECOGNITION

The Island Creek Oysters Foundation is grateful for the generosity of our in kind donors. We look forward to working with each donor to customize a recognition strategy that will not only appropriately acknowledge your level of generosity but will also help create a buzz about your business.

Recognition might include:

- Product placement in a targeted area of the event
- Use of company logo on signage, materials and website where appropriate
- Facebook spot (ICO has 4K+ Facebook followers) and/or Twitter recognition (ICO has 1,700 followers)
- Acknowledgement in printed and virtual materials (website, blog, twitter etc.)
- Product giveaway opportunities

All In Kind Donors will receive:

- Recognition in a full page ad, following the Festival, in the Duxbury Clipper and other media partnerships developed between now and September.
- Recognition during the remarks portion of the Festival
- Appropriate paperwork for tax purposes
FRIENDS FOR HAITI, 2012

PARTICIPATING CHEFS, MIXOLOGISTS, PURVEYORS – and this list will grow

Jody Adams, Rialto, Cambridge; Trade & Co, Boston
Jonathan Benno, Lincoln Restaurant, Manhattan
Jackson Cannon, The Hawthorne, Eastern Standard Kitchen, Boston
Jeremy Sewall, Island Creek Oyster Bar, Eastern Standard Kitchen, Boston; Lineage, Brookline
Angela and Seth Raynor, The Pearl, The Boarding House, Corazon Del Mar, Nantucket
Michael Schlow, Radius, Tico, Boston; Lineage, Brookline
2011 ICOF OYSTER FESTIVAL

PARTICIPATING CHEFS

Friends for Haiti, Friday, September 9, 2011

Jody Adams, Rialto, Cambridge; Trade & Co, Boston
Jonathan Benno, Lincoln Restaurant, Manhattan
Erling Wu Bower, The Publican, Chicago
Jackson Cannon, Eastern Standard Kitchen, Boston
Joanne Chang, Flour Bakery, Boston
Brian Huston, The Publican, Chicago
Sam Mason, Empire Mayonnaise, New York
Tony Maws, Craigie on Main, Cambridge
Frank McClelland, Au Soleil Catering, Boston
Angela and Seth Raynor, The Pearl, The Boarding House, Corazon Del Mar, Nantucket
Michael Schlow, Radius, Tico, Boston
Jeremy Sewall, Island Creek Oyster Bar, Lineage, Eastern Standard Kitchen, Boston

Oyster Festival, Saturday, September 10, 2011

Jamie Bissonnette, Toro, Coppa, Boston
Josh Buehler, KO Prime, Boston
John Cataldi, Solstice, Kingston
Dante DeMagistris, Dante, Cambridge
Lou DiBicarri, Chef Louis Night
Nick Dixon, 94 Mass Ave, Boston
Mary Dumont, Harvest, Cambridge
Will Gilson, Adrian’s Restaurant, Truro
Mark Goldberg, Woodward, Boston
Andy Husbands, Tremont 647, Boston
John Mooney, Bell, Book & Candle, Manhattan
Rich Morin, Lineage, Boston
Mary Redding, Mary’s Fish Camp, Manhattan
Greg Reeves, Green Street Grill, Cambridge
Chris Robins, Gaslight Brasserie, Boston
Michale Scelfo, Russell House Tavern, Cambridge
Jeremy Sewall, Island Creek Oyster Bar, Lineage, Eastern Standard Kitchen, Boston
Michael Serpa, Neptune Oyster, Boston
Brian Reyelt, The Citizen Public House, Tasty Burger, Boston
Jasper White, Summer Shack, Boston, Hingham
Ken Wisneski, Sun Tavern, Duxbury