

# TASTE OF THE SOUTH

WASHINGTON, D.C.



2024 Sponsor Benefits

**Taste of the South (TOTS)**, a 501(c)(3) nonprofit organization, was founded in 1982 in Washington, D.C. by a group of Southern transplants. Longing for home, the group decided to host a gala where they could share their love for all things Southern while supporting causes in their home states.

In the four decades since, popularity of the event has skyrocketed and so too have fundraising efforts.

All net proceeds from the Taste of the South gala go to benefit nonprofits across the South and in Washington, D.C.

Our all-volunteer organization welcomes your support!



## Our Nonprofit Partners

**In 2024, Taste of the South is supporting 14 mental health charities** committed to supporting individuals and families affected by mental health challenges. These organizations offer a wide range of services, from providing crisis intervention and counseling, to promoting mental health awareness and equipping educators with tools to recognize signs of distress in students. Together, they are working tirelessly to improve access to care, increase awareness, and end the stigma surrounding mental health in the South.

### Featured Nonprofit

## Mental Illness Recovery Center Inc. (MIRCI)

Columbia, SC

For more than 6 decades, MIRCI has been dedicated to enhancing the mental well-being of individuals in South Carolina. MIRCI offers comprehensive behavioral healthcare, stable and affordable housing options, and a range of supportive services to those grappling with mental illness throughout the state.



### D.C. Nonprofit

## Active Minds

Did you know that 75% of mental health issues begin between the ages of 14 and 24? Active Minds is dedicated to ending the stigma surrounding mental illness by empowering individuals to openly address mental health concerns, fostering a culture of understanding, and connecting young people with life-saving resources. Through education, support, and destigmatization efforts in classrooms and workplaces, Active Minds seeks to reshape the landscape of mental healthcare for a brighter future.



## Reach

2,000+  
Attendees

Congressional staff, business & public  
policy pros, CEOs & other executives,  
and more

28,800  
Menu Tastings  
57,000+ Sq. Ft.  
Event Space

400  
Fellow Donors  
6,000+ Social  
Followers

## Impact

42  
years

\$9 over  
million  
raised

250+  
nonprofits  
supported

## State Nonprofits



**Oasis Counseling**  
Birmingham, AL



**Kids Hub**  
Hattiesburg, MS



**Children & Family Advocacy Center**  
Little Flock, AR



**Missouri Mental Health Foundation**  
Jefferson City, MO



**Here Tomorrow**  
Neptune Beach, FL



**Mental Health America of the  
Central Carolinas**  
Charlotte, NC



**Kate's Club**  
Atlanta, GA



**Music Health Alliance**  
Nashville, TN



**New Beginnings**  
Lexington, KY



**NAMI of Greater Houston**  
Houston, TX



**Louisiana Mental Health Association**  
Baton Rouge, LA



**On Our Own**  
Charlottesville, VA

## Words from our past partners

"We are a small agency doing big things  
- and this fundraiser gave us room to do  
more of it! With the funds we received,  
**we were able to end homelessness for  
57 households** (including families with  
children) by placing them into housing."

Seli Peri, Director of Operations  
Mercy House, Harrisonburg, VA

"Since receiving the [TOTS] gift four years  
ago, Books for Keeps **has nearly doubled  
its reach, giving away more than 95,000  
books annually in 18 Georgia elementary  
schools**. We are grateful to them for helping  
us expand our reach and get more books into  
the hands of underserved students."

Leslie Williams, Executive Director  
Books for Keeps, Athens, GA

"We were incredibly honored to have  
been selected as the featured charity  
for Taste of the South 2019. Taste of the  
South's donation **has had a major impact  
in bringing healthy food to food-  
insecure Mississippians**, and we are so  
appreciative."

Martha Allen, Executive Director  
Extra Table, Hattiesburg, MS

# 2024 Sponsor Opportunities

## Healthy Communities Sponsor

**\$25,000**

- 20 VIP & 16 General Admission tickets\*
- Recognition in media coverage and promotional materials
- Individualized sponsorship signage at TOTS gala
- Organization name listed on the gala invitation and recognition on TOTS social media, TOTS website and state table signage

## Presenting Sponsor

**\$20,000**

- 18 VIP & 14 General Admission tickets\*
- Recognition in media coverage and promotional materials
- Individualized sponsorship signage at TOTS gala
- Organization name listed on the gala invitation and recognition on TOTS social media, TOTS website and state table signage

## VIP Sponsor

**\$17,500**

- 16 VIP & 12 General Admission tickets\*
- Recognition in media coverage and promotional materials
- Individualized sponsorship signage at TOTS gala
- Organization name listed on the gala invitation and recognition on TOTS social media, TOTS website and state table signage

## Entertainment

**\$15,000**

- 14 VIP & 10 General Admission tickets\*
- Individualized sponsorship signage at TOTS gala
- Organization name listed on the gala invitation and recognition on TOTS social media, TOTS website and state table signage

## Partner

**\$12,500**

- 12 VIP & 8 General Admission tickets\*
- Individualized sponsorship signage at TOTS gala
- Organization name listed on the gala invitation and recognition on TOTS social media, TOTS website and state table signage

## **Benefactor** **\$10,000**

- 10 VIP & 8 General Admission tickets\*
- Individualized sponsorship signage at TOTS gala
- Organization name listed on the gala invitation and recognition on TOTS social media, TOTS website and state table signage

## **Capitol** **\$7,500**

- 8 VIP & 6 General Admission tickets\*
- Sponsorship signage at TOTS gala
- Organization name listed on the gala invitation and recognition on TOTS social media, TOTS website and state table signage

## **Congressional** **\$5,000**

- 6 VIP & 4 General Admission tickets†
- Sponsorship signage at TOTS gala
- Organization name listed on the gala invitation and recognition on TOTS social media, TOTS website and state table signage

†Donors who complete payment after March 1 will receive 4 VIP & 6 GA tickets

## **Patron** **\$2,500**

- 6 General Admission tickets\*
- Organization name listed on the gala invitation and recognition on TOTS social media, TOTS website and state table signage

## **Supporter** **\$1,500**

- 4 General Admission tickets\*
- Organization name listed on the gala invitation and recognition on TOTS social media, TOTS website and state table signage

## **Friend** **\$500**

- 2 General Admission tickets\*
- Organization name listed on the gala invitation and recognition on TOTS social media, TOTS website and state table signage

Taste of the South will provide benefits at a donor's aggregate donation level (i.e. \$1,500 sponsorship receives four tickets, two \$500 sponsorships totals \$1,000, allotting two tickets). Due to the limited number of tickets available, ticket benefits for in-kind only donations cannot be guaranteed and sponsors are encouraged to finalize participation as early as possible to receive these benefits. Please note that all ticket benefits are subject to change pending local restrictions on event capacity at the time of the gala.

**For more information or to secure your sponsorship, contact us at**  
**[donate@tasteofthesouth.org](mailto:donate@tasteofthesouth.org)**