



# PLATE BY PLATE: PROJECT BY PROJECT'S ANNUAL TASTING BENEFIT

*Formerly the Food & Wine Tasting*

## BENEFITING ASIAN AMERICANS & EDUCATION: CHINATOWN YOUTH INITIATIVE

### New York

October 14, 2011

Skylight West (500 West 36th Street at 10th Ave.)

7:00 p.m. VIP Reception / 7:30 p.m. Main Event

Est. attendance: 750 (includes 250 from VIP Reception)

### Past Participating Restaurants

**Masaharu Morimoto** Morimoto ~ **Kerry Heffernan** South Gate ~ **Ken Callahan** Blue Smoke

**Ming Tsai** Blue Ginger ~ **Anita Lo** Annisa ~ **Marcus Samuelsson** Aquavit/Riingo

**Tadashi Ono** Matsuri ~ **Ian Chalermkittichai** Kittichai ~ **Michael Romano** Union Square Café ~

**Michael Huynh** Baquette ~ **Angelo Sosa** Xie Xie

Artisanal \* Aureole \* Blue Fin \* Baking by Design \* Blue Ribbon Bakery \* Blue Hill \* Bond Street \* Bouley \*  
Centolire \* Chanterelle \* Danube \* Django \* District \* Dos Caminos \* Elettaria \* Eighty One \* Eleven Madison  
Park \* En Japanese Brasserie \* Fleur de Sel \* French Culinary Institute \* fresh \* Geisha \* Gilt \* Gonzo \* Grom \*  
Highline \* Hudson Yards Catering \* ilili \* Ivy Bakery \* Kai La Grolla \* Kuma Inn \* Kyotofu \* Land Thai \* Mai House  
\* Marseille \* Maya \* Megu \* The Modern \* Monkey Bar \* Nobu \* Oceana \* Olives \* One if by Land Two if by Sea \*  
Ouest \* Peacock Alley \* Picholine \* Phillippe \* Public \* Public House \* One If By Land Two If By Sea \* Rain \* Red  
Egg \* Riingo \* Roy's \* Solera \* Spice Market \* Spot \* Strip House \* Stone Park Café \* Tawny Ong \* Thalassa \*  
Tribeca Grill \* Trois Pommies Patisserie \* Van Leeuwen \* Veritas \* Wine Cellar Sorbet \* Yerba Buena

### Past Participating Wine/Beverage Purveyors

57 Main Street Wine Company \* Anthony Road \* Barnett \* Bedell North Fork \* Best Cellars \* Boylan \* B. United  
Int'l \* Charmer \* Chivas Regal \* Domaine de Canton \* Evian \* Fiji Water \* Ito-En Tea \* Jamesport \* Frederick  
Wildman \* Frog's Leap \* Gekkeikan Sake \* Gloria Ferrer \* Golden Star Tea \* Grown Up Soda (GuS) \* Honest Tea  
\* InBev USA \* Ito-En \* Joto Sake \* Kirin USA \* Kobrand \* Laurel Lake \* Leblon \* Liemco, Ltd. \* Lurisia Water \*  
Martell Cognac \* Martin Scott \* Mionetto \* Nestor Imports \* Ozeki Sake \* Pacific Int'l Liquor \* Palm Bay Imports \*  
Paramount Brands/Eber Brothers \* Ozeki \* Paumanok \* Premier Wine & Spirits \* PurRoast \* Quady Winery \*  
Remi Martin \* Riviera Import Selections \* Robert Mondavi \* Sakonnet \* Southern Wines & Spirits \* SmartWater \*  
T Salon & T Emporium \* Tempranillo \* Tiger Beer \* Wine for All \* Xcellent Swiss Vodka \* VoS Selection \* Zico \*  
ZYR Vodka

### Past Guest Celebrity Participants



**Sandra Endo**  
NY 1



**Liz Cho**  
Anchor, WABC



**Julie Chen**  
CBS



**Lee Ann Wong**  
Top Chef – Season 1



**Ming Tsai**  
Blue Ginger



**Lisa Ling**  
“Oprah” and  
“National  
Geographic’s”



**Kelly Choi**  
“Eat Out NY”

## BEVERAGE FACT SHEET

**Date:**

Friday, October 14, 2011

PO Box 7093, General Post Office, New York, NY 10116-7093

WEBSITE: [www.projectbyproject.org](http://www.projectbyproject.org)



## PLATE BY PLATE: PROJECT BY PROJECT'S ANNUAL TASTING BENEFIT

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### **BENEFITING ASIAN AMERICANS & EDUCATION: CHINATOWN YOUTH INITIATIVE**

- Time:** VIP Admission Begins: 7:00 p.m.  
Main Event Begins: 7:30 p.m.  
Silent Auction closes at 10:00 p.m.  
Event closes at 11:00 p.m.
- Location:** Skylight West (500 West 36th Street at 10<sup>th</sup> Ave.)  
<http://skylightnyc.com/west/>
- Set-Up:**
1. Setup must be complete by 6.30pm.
  2. Will coordinate set up with you individually based upon needs and availability
  3. We will be serving dinner for the chefs and purveyors from 6-6:30 p.m.
- Loading Dock:** Enter through main entrance
- Guests:** **700**
- We will provide:**
- PbP Perfect Pairing with restaurant of choice (Gold level and above)
  - 2 or more (depending on participation level) VIP Tickets & 2 Staff Passes
  - Signage (highlighting your Company's Name and different beverages)
  - One 30" x 6' table
  - White table linen
  - All-purpose wine glasses
  - Cocktail napkins
  - Staff/Pourers (if needed)
  - Regular ice (upon early request—we are not able to provide dry ice)
- Please provide:**
- 4-5 cases of wine/beverage (minimum)
  - Table decorations (e.g., floral arrangements, menus, and other collateral)
  - Staff (please limit to 2 people)
- Contact:** Justin Wang, Sunny Chiou  
Co - Manager, Restaurant Relations  
Tel: (908) 342-4522 (Justin)  
Tel: (646) 812-8562 (Sunny)  
Fax : 917-591-3020  
Email: restaurant.ny@projectbyproject.org



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**CHINATOWN YOUTH INITIATIVE**

**WINE / BEVERAGE PURVEYOR CONFIRMATION FORM**

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Please fax to (917) 591-3020 OR email to [restaurant.ny@projectbyproject.org](mailto:restaurant.ny@projectbyproject.org)  
 By **September 1, 2011**

**Contact Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Company:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Tel:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**1. Please select your sponsorship level (Please see attached file – Pbp 2009 Beverage Sponsorship Package\_NY):**

- [ ] \$20,000 Presenting Sponsor
- [ ] \$15,000 VIP Sponsor
- [ ] \$10,000 Platinum Sponsor
- [ ] \$5,000 Gold Sponsor
- [ ] \$2,000 Silver Sponsor
- [ ] \$1,000 Pouring Participant
- Bar Participant (FREE – please skip to question #5)
- Other: \_\_\_\_\_ (please specify)

**2. Will you and/or your staff be in attendance?**

(Please check one of the following.)

[ ] Yes – We will attend.

[ ] No – We cannot attend and will require pourers to serve our beverage

*If you answered “Yes”, please list the names of your staff and/or guests that will be attending. Please note that due to the non-profit nature of the evening, we only allow a limited number of representatives (total of 2 per station) from each participating establishment. Thank you.*

Staff Name 1: \_\_\_\_\_

Staff Name 2: \_\_\_\_\_

**3. Will you be donating a Gift Certificate for the Silent Auction (please see attached form)?**

(Please check one of the following.)

[ ] Yes

[ ] No

**4. Will you require regular ice?**

*Due to high cost of dry ice, Project by Project is not able to provide dry ice.*

No

Yes \_\_\_\_\_ lbs



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**5. Will you need an electrical outlet or a power source?**

(Please check one of the following.)

Yes                     No

If "Yes", how many outlets? \_\_\_\_\_ How many **grounded (3-prong)** outlets? \_\_\_\_\_

**6. Please provide us with the following information:** (for wine and liquor purveyors only)

<b>New York State Liquor Distribution License #</b>	
<b>Serial Number</b>	
<b>Wine Tasting Function Permit #</b>	

**7. Please feel free to bring as many types of wines or other beverages as you wish and provide the requested information below.**

<b>Name of Beverage or Wine &amp; Year</b>	<b>Type of Beverage / Wine &amp; Best Pairing with Food Type (if possible)</b>	<b># of Cases or Quantity</b>

**8. Special Requests:**

*Not all special requests can be honored but we will do our best to accommodate you.*

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**9. Please provide the fair market or estimated value of your contribution so that Project by Project can properly acknowledge your gift for tax purposes.**

Value: \_\_\_\_\_

**Thank you for your support!**



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**GIFT BAG/SILENT AUCTION CONFIRMATION FORM**

**Donation Requirements**

- **Silent Auction** donations must be valued at **\$200** or more retail value. Examples: "Unique Experience" packages, gift baskets, certificates, wine, jewelry, tickets, lessons, small party catering, culinary equipment/tools, electronics, travel, fashion, education, subscriptions, etc.
- **Celebrity Gift Bag** donations must be valued at **\$50** or more retail value.
- **Chef & Wine** purveyor Gift Bag donations must be valued at **\$25** or more retail value.
- **VIP Attendees Gift Bag** donation must be valued at **\$10** or more retail value.
- **General Attendees Gift Bag** donations must be a usable product or a discount offer.
- **Wine Tower** donations must be valued at \$50 or more retail value

Please fax to (917) 591-3020 or email [auctions.ny@projectbyproject.org](mailto:auctions.ny@projectbyproject.org)

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_  
 Company: \_\_\_\_\_ Website: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Check ALL that Apply	Total # to be distributed by PbP	Min # of Items required for participation:	# of Items to be donated by you:	Est. Retail Value <i>To calculate the tax-deductible portion of ticket sales</i>
<input type="checkbox"/> I am donating to the <b>Silent Auction</b>	Unlimited	1		\$
<input type="checkbox"/> I am donating to the <b>Celebrity Gift Bags</b>	40	40		\$
<input type="checkbox"/> I am donating to the <b>Chef/Wine Purveyor Gift Bags</b>	100	75		\$
<input type="checkbox"/> I am donating to the <b>VIP Reception Gift Bags</b>	250	150		\$
<input type="checkbox"/> I am donating to the <b>General Gift Bags</b>	750	400		\$
<input type="checkbox"/> I am donating to the <b>Wine Tower Raffle Prize</b>	55	2		\$

**Donation Description:** *Please describe in detail all items to be donated*

**Delivery Info:**

Liliana Chen, eLcie Media Services,  
 373 Park Avenue South, 6th Fl, NY, NY 10016  
 Tel 212-947-3434 / (646) 514-3555  
**Delivery Deadline:** [September 15, 2011](#)

**Thank you for your support!**

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**WEBSITE: [www.projectbyproject.org](http://www.projectbyproject.org)**