

The Pink Chair Project Presents:

Cocktails for a Cause

Fundraising Gala

March 20th, 2020

The Heritage Hotel, Southbury

Dear Community Partner,

Cancer. A six letter word far too many people are sadly familiar with. Now place the word Breast in front of Cancer and within seconds you can recall a friend or family member or potentially both that have had this type of cancer diagnosed to their face. About 1 in 8 U.S. women will develop invasive breast cancer over the course of her lifetime, according to breastcancer.org. We are watching generations of our Mother's, Aunt's, Sister's and Daughter's suffer the result of being diagnosed with Breast Cancer.

Enter The Pink Chair Project. This project has been born out of love, despair, and determination from Breast Cancer Survivors (such as our CEO) who have stared down a Breast Cancer diagnosis. Fighting Cancer is the hardest fight of a person's life; recovering shouldn't be. Breast Cancer patients who are undergoing and recovering from treatment and surgery suffer in tremendous pain. And when sent home to begin the daunting task of recovering and resting. Women all over the country have stated that using a reclining lift chair while recuperating at home is life-changing. Patients can comfortably be assisted up and down with more ease and sleep more comfortably. But more than that, the chair provides a message of hope. The chair will be delivered to them FREE of charge by a Breast Cancer Survivor who knows what this warrior is going through. When the patient is done with the chair, we will come and move it on to the next warrior in recovery.

As a recently recognized non-profit by the IRS with our own Tax-free EIN number, your help is greatly needed. The Cocktails for a Cause Fundraising Gala will raise funds so that we may purchase several chairs in order to ensure that we never have to tell a patient we cannot help them when they need help most. Your business can participate in this wonderful local event by showcasing one of your establishment's best cocktails, in the spirit of a fun, lighthearted competition. Mixologists from the greater Southbury area will roll up their sleeves and shake up some fun at this exciting new event. In addition, your business has the potential to be exposed to a wide variety of new costumers all while participating in some business mingling and donating to an amazing cause.

Please consider helping The Pink Chair Project and be a part of helping serve a survivor of breast cancer.

Graciously,

Cara Spath, Founder/President

The Pink Chair Project Presents

Cocktails for a Cause Tasting & Competition

Friday, March 20th, 2020 • 7:00 – 10:00 PM, The Heritage Hotel, Southbury

Cocktails for a Cause Fundraiser is a cocktail tasting event & fun competition where local bars and restaurants send their best mixologists to showcase samples of a favorite cocktail. Attendees will taste small samples of each establishments' cocktail and vote on their favorites. At the end of the event, the establishment with the most votes will win a prize, social media and local press coverage, a following of potential new costumers and best of all bragging rights!

The Cocktails

Sample creative cocktails created by some of the best local mixologists this area has to offer. The Cocktails for a Cause competition is open to any restaurant, bar, distillery, vineyard or brewery in the greater Southbury area.

The Food

Savor hors d'oeuvres and other yummy treats from the kitchen of the Heritage Hotel

The Venue

The Heritage Hotel and Spa, Southbury. The perfect place to shake off the winter blues and have a "roaring" good time.

The Theme

Roaring 20's. Since the date for the event is March 20th of 2020, we had to...we just had to

Raffle and Silent Auction Items

Bid on a large selection of raffle and silent auction items

The Competition

Vote for your favorite cocktail, and the establishment with the most votes takes home a prize!

The Atmosphere

Dancing, creative cocktails, delicious food, laughs and loads of fun!

21+ | No Exceptions

All attendees must be 21+ and present a valid ID

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Cocktails for a Cause Tasting & Competition

Friday, March 20th, 2020 • 7:00 – 10:00 PM, The Heritage Hotel, Southbury

Restaurant/Bar Participation Information

You are invited to participate in the 1st Cocktails for a Cause Fundraising Gala as an official mixologist. Your involvement is a great asset to the success of this event and we wholeheartedly thank you.

As a participating establishment, you will be required to provide samples of a signature cocktail which attendees will taste and then vote on. At the end of the night, the cocktails with the most votes will win a prize and bragging rights for the best cocktails in the greater Southbury area! We are expecting attendance to be between 150- 200 people. Please prepare enough of your cocktail to hand out in 1ounce samples. We will provide tasting cups and cocktail napkins. Each restaurant/bar will have one table and two chairs. Tablecloths and signs for your table will be provided.

There will be three different prizes given:

Best Pink Cocktail (It's the Pink Chair Project...get it :)

Best Prohibition Era Cocktail (Roaring 20's theme event... so that was a must)

Over All Winner

****Please provide us with the following information on the cocktail you plan to prepare. ****

Restaurant/Bar Name: _____ Phone: _____

Contact: _____ Email: _____

Name of Cocktail: _____

Ingredients: _____

Optional We plan to donate a gift card to the raffle

_____Yes _____amount of gift card

For questions or information feel free to contact Avril Fraser via email: Avrilfis@gmail.com 203-525-3830 |

Each establishment will be featured on social media prior to the event, and included on the Pink Chair Project's website and blog. Local press will be invited to cover the event on March 20th.

Thank you for your support and donation to our fundraising event

Cocktails for a Cause March 20th, 2020 Competition rules

1. The Cocktails for a Cause competition is open to any restaurant, bar, distillery, vineyard or brewery in the surrounding (Southbury) area who currently holds a valid liquor license in the State of Connecticut.
2. Each participating establishment must use the official entry form.
3. Cocktails will be judged only on taste, presentation and creativity.
4. You will be responsible for all ingredients (including ice) and equipment needed to prepare your cocktail. If power is required, make sure to bring an extension cord/power strip and tape to secure them.
5. Each establishment will be provided one table and two chairs for the event. Set up times TBD
6. Each establishment will be responsible for providing 1 oz martini samples to all attendees 21 +
7. We will provide you with 1 oz. tasting cups, cocktail napkins and table linens. We will supply a framed sign with your Venue Name and Drink Name for the table. Please bring: garbage bags and any other items you may need to set and break down. Feel free to bring business cards.
8. This event is 21+ ONLY. There are no exceptions.
9. Deadline for participation and paperwork is February 20th, 2020
10. Please email a jpeg file of your establishment's logo (to Avrilfis@gmail.com) be used for advising and social media coverage leading up to event. Deadline is February 20th, 2020
11. You may not change your cocktail entry after March 1st, 2020.
12. HAVE FUN! Plan to decorate your table. Dress to impress...it is a roaring 20's theme

We will provide you with attendance numbers a few days prior to the event, we are expecting between 150 - 200 people

We are looking forward to this event and working with you. Please feel free to reach out at anytime if you need anything leading up to the event. We thank you so much and are looking forward to a "Roaring" good time!

With Gratitude,

Avril Fraser

Cocktails for a Cause Chairperson

Avrilfis@gmail.com 203-525-3830