

## **18<sup>th</sup> ANNUAL LONE STAR CHILI COOK-OFF**

### **NEW YORK TEXAS EXES**

**WHO** New York Texas Exes is the official local alumni chapter of The University of Texas at Austin, boasting over 7,100 members in New York and over 10,000 in the greater tri-state area. NYTE strives to fulfill the mission of the Texas Exes on a regional level – to unite, to inform, and to involve local alumni and friends for the purpose of promoting, protecting, and preserving The University of Texas. Throughout the year, NYTE hosts fundraising events to benefit the group's scholarship fund which awards annual scholarships to New York area high school students pursuing their college education at The University of Texas.

**WHAT** The Lone Star Chili Cook-off is the largest annual NYTE fundraiser, hosted in conjunction with local alumni chapter of Texas A&M University. For NYTE, the event serves as the single largest contributor to the chapter's scholarship fund, accounting for the majority of dollars awarded each year. The cook-off draws a multitude of alumni, family, and friends who attend not only to support the fundraising efforts of both schools, but also to enjoy an action-packed afternoon of delicious chili-tasting, prize giveaways, and complimentary cocktails, all from the rooftop of one of Manhattan's most breathtaking venues.

**WHEN** Saturday, May 21, 2011  
12:00pm – 5:00pm

**WHERE** 230 FIFTH  
230 5th Avenue  
New York, NY 10001  
[www.230-fifth.com](http://www.230-fifth.com)

**2010  
STATS** Total Raised at Chili Cook-off: \$18,000  
Total NYTE Scholarship Dollars Awarded: \$13,000  
Tickets Sold: 1,200 (sold out)  
Gallons of Chili: 140  
Chili Teams: 29  
Local Celebrity Judges: 9  
Cases of Shiner Bock awarded to winners: 4

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[WWW.LONESTARCHILICOOKOFF.ORG](http://WWW.LONESTARCHILICOOKOFF.ORG)

## HOW

The Chili Cook-off is made possible each year not only through the work of our dedicated volunteers, but also through the generous support of our sponsors. Sponsorships offset the event's operating costs and allow NYTE to allocate a greater amount of funds raised at the event directly to scholarships for students.

As a thank you, all sponsors receive:

- ★ Recognition on the Lone Star Chili Cook-off and New York Texas Exes websites, with logo image and link to sponsor's website (>3,000 unique views/month)
- ★ Recognition on the Lone Star Chili Cook-off and New York Texas Exes Facebook and Twitter pages, with link/follow/like to sponsor's Facebook and/or Twitter page (>1,200 members/followers)
- ★ Mention in the New York Texas Exes weekly email (>7,100 subscribers)
- ★ Verbal recognition at the event
- ★ Opportunity to distribute promotional materials at the event
- ★ Up to 4 complimentary tickets to the event

In addition, the event receives media coverage, therefore providing press opportunities for our sponsors, in the following publications:

- ★ Full page advertisement in The Alcalde, the official Ex-Students Association magazine (circulation >100,000)
- ★ Press releases to both Texas and New York area publications
- ★ Local Blog coverage

Help the New York Texas Exes fund the education of future Longhorns and become a part of the 2011 Lone Star Chili Cook-off today. For more information please contact:

Brooke Carpin

2011 Lone Star Chili Cook-off Co-chair

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(512) 694-5233

Texas Exes is a 501c registered organization. All sponsorships are tax deductible.

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