



**The U.S.
Presidential
Culinary
Museum®**
Grover, NC



**The Presidential
Culinary
Museum**
GROVER, NC

**An invitation to a dinner originally served at the “White House”
Hosted by former Presidential Executive Chef
Marti Mongiello and the Chefs of The Presidential Culinary Museum**

Sequence of events

**“The Commander and Chief of All Cooking Shows”
Inside the Presidents’ Cabinet**

www.insidethepresidentscabinet.com www.theinnofthepatriots.com
www.thepresidentialculinarymuseum.org

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Mongiello Associates Strategic Marketing, 704-937-2940

“We’ve helped raise \$567,000.00 in one night for Cystic Fibrosis at Quail Hollow Country Club.”

1. **INITIAL MEETING:** Planner presents an overview of an event.
2. **THE DAY BEFORE:** Chef Marti and his wife, Chef Stormy will arrive to set up and meet with the function Director and Caterer. He will autograph any books delivered. Security needs to be provided for all artifacts and museum displays (24 hours per day).

OPTIONAL EVENT ITEMS:

- a. Presidential Culinary Museum display: (2) skirted tables (with tablecloths).
- b. Presidential Culinary bookstore with signings: (3) skirted tables (with tablecloths).
- c. First Family's china for display and sale: (3) skirted tables (with tablecloths).



THE DAY OF: Typical events include prelude music from a small quartet, band or guitarist. Open or cash bar is up to the event organizer. Canapés or snacks are optional (client choice and client adds to caterers list). The most favorable format is an introduction by an MC of tonight's guest/s and Chef Marti, as well as "thanks" to any sponsors (critical to developing more funds). If it's possible, sponsor images and logos are flashed on the screens. Appetizer and Salad are then served. Chef Marti will give a 20-minute presentation. Palate cleanser and entrée are served. Chef

Marti reappears and does a LIVE cookery demo of one of tonight's dishes. Dessert is served next. Chef Marti finishes with an informal Q & A session after dessert. MC retakes the stage for any award presentations, donations and final announcements. Chef Marti moves to the Presidential Culinary book table for conversation, coffee and signings. One item in the past has been requests to purchase additional books.

3. **SELECTION OF MEAL:**
 - a. Former First Family's "White House" recipes.
 - b. Local favorite fare.
 - c. Contemporary meal in any style or from any country.
 - d. Titanic – last 1st class meal served.



4. **CONTRACT:** A written contract is forwarded to Client for signature/s. The contract along with an initial deposit check is returned to the Planner. Second check sent 30 days from the event date. The third and final payment is made immediately following the event (that night).

5. **LOGOS:** Art Directors will exchange logos for various needs.

Client initials _____ Planner initials _____ Date _____

6. **MEDIA ADVISORY:** Client's marketing department or PR agency begins drawing up and releasing a Media Advisory to track and pull media coverage. Both sides to review & approve.
- Client's PR agency releases to news, writers, editors and various media outlets.
 - To avoid duplication, Client sends Planner a final list of contacts & vice-versa.
 - The methodology of release we strongly recommend is a FAX and DIRECT MAIL campaign (email blasts, phone tree & telemarketing are ineffective and counterproductive).

7. **LOCATION & CATERING:** Client is responsible for booking the location and contracting with a local, trusted, reputable caterer. They will inform the Planner, once completed.

- Once meal choice is selected, the recipes will be forwarded to client for final approval.
- Client to communicate the menu, recipes and order of the meal with the caterer. Client is responsible for the location and all catering responsibilities.



8. **AUDIO VISUAL REQUIREMENTS:**

- Small stage needed.
- Two lavalier microphones, pre-tested, extra batteries on the stage.
- One emergency hand-held microphone.
- One cameraman to work the stage with video camera.
- One A/V Board with technician.
- One or two huge screens, depending on room configuration.
- Three skirted tables (with tablecloths) for on stage cooking demonstration. Access to pots and pans, spoons, knives, cutting boards, general cooking items, two gas burners with extra mini-gas bottles from either a local restaurant or the caterer. Someone available who is experienced as to what & where these items are located.



Someone available who is experienced as to what & where these items are located. A (1400 watt) Microwave and power strip on stage. Knowledge of breaker location (in case of tripping) is critical to avoid shutting down the show. Test all items before show.



Client initials _____ Planner initials _____ Date _____

8. RESIDUAL IMPACT

- a. New memberships.
- b. Additional email captures from advertising, publicity & promotion.
- c. Gift shop purchases (if available).
- d. Positive publicity and coverage that will increase donations and benefactors.
- e. Increased web site traffic affirming the Client's position to the public.

9. SPONSORSHIPS: These can be sold to support the day of event on a national or local basis. As an example at the recent Clinton Foundation and Presidential Museum dinner, SYSCO Food Services sponsored and underwrote the dinner.



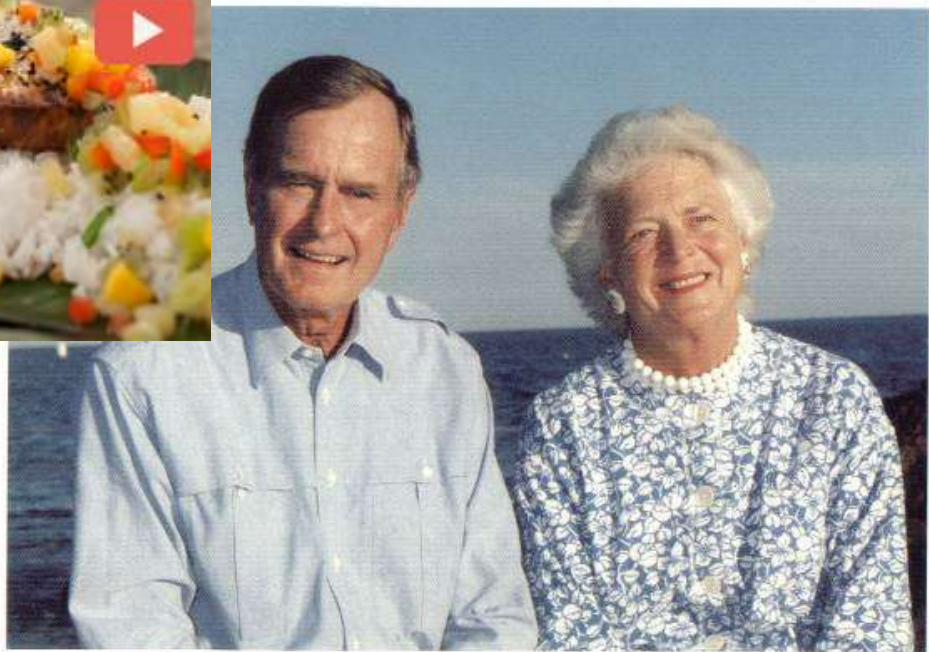
10. AWARD CEREMONY: CLIENT could select a local recipient for various award/s or medal/s to be presented during the function. They could be awarded by a local dignitary or the former Executive Chef to the President of the United States.



Client initials _____ Planner initials _____ Date _____



Client initials _____ Planner initials _____ Date _____



Best wishes,

George Bush

Barbara Bush



Client initials _____ Planner initials _____ Date _____