



Dear Nonprofit Vendor:

In a celebration of Italian culture and cuisine, FIERI (an international non-profit organization of students and young professionals dedicated to promoting, preserving and celebrating the Italian Culture) will host "The Boss of the Sauce" Competition - an event involving San Francisco Bay Area restaurant chefs competing for the coveted distinction of having the best tomato-based "Sauce" in the San Francisco Bay Area. Also featured will be community nonprofits, wineries, and culinary vendors selling kitchen wares, gourmet food products, wines and more. This eagerly awaited event will take place on November 2nd, 2008 at Saints Peter and Paul Church in San Francisco's North Beach at 666 Filbert Street between Stockton and Powell. We have identified you as a potential participant.

Proceeds from this public event will go to FIERI (a 501 (c) (3)) to help preserve Italian Culture in the San Francisco Bay Area primarily through the educational programs, language classes, cultural events, community service and scholarships.

Benefits of your participation include:

- 10' x 10' space at event
- Showcase for your nonprofit for membership and awareness
- A way to help promote and preserve Italian and Italian-American culture
- Increased exposure within the Italian-American Community and beyond
- Registration donation is tax deductible
- And much more...

This event will be the largest and most prestigious tasting of its kind. As a result, only a limited number of non-profits, vendors and restaurants will be able to participate in this event. We are anticipating extensive media coverage from local to national news. Therefore, if you are interested we strongly encourage you to register today and ensure your spot and participation. Attached is the registration form. Online registration is also available at the official "Boss of the Sauce" Web site: www.bossofthesauce.org/sanfrancisco/

This is the second annual event to be held of this magnitude. We are hopeful that the Boss of the Sauce event will continue to be the nucleus of large Italian festivals in San Francisco.

If you have any questions, feel free to contact us.

Kind Regards,

Leonardo Rocco
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Chairman, The Boss of the Sauce
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FIERI is a nonprofit 501(c)3 charitable organization of students and young professionals promoting, preserving and celebrating the Italian culture. FIERI does not discriminate by race and welcomes other cultures to join FIERI.

Any donation made to FIERI is tax deductible to the fullest extent of the law. www.FIERI.org/SanFrancisco