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Sip
Fun Wines

Savor
Great Cuisine

Discover
the Marketplace



| Adding *tomorrows* every day.

The Milwaukee Wine Opener

February 26, 2010- Hilton Milwaukee City Center

Partner with a results-driven organization...

The Cystic Fibrosis Foundation

The Cystic Fibrosis Foundation is one of the most efficient voluntary health organizations of its kind and has been recognized by such magazines as *Forbes* and *SmartMoney* for its innovative approach to curing a disease. In fact, nearly 90 cents of every dollar is invested in cystic fibrosis (CF) research, education, and care programs.

Since 1955, the mission of the CF Foundation is to assure the development of the means to cure and control CF and to improve the quality of life for those with the disease. The CF Foundation tirelessly pursues this mission by supporting innovative research dedicated to discovering and developing new therapies and by funding and accrediting specialized care centers to treat people with the disease.

Never before in the history of the CF Foundation has the feeling of optimism for defeating CF been so great. Progress has been made in the fight against this disease because the CF Foundation has seized every opportunity to support the best minds in science and to recruit the finest teams of caregivers to the CF cause.

By partnering with the CF Foundation, you are investing in the lives of those with CF. Working together, we can give the children and adults with CF the quality of life and the future that they deserve.

What Is Cystic Fibrosis?

CF is a life-threatening genetic disease that affects the lungs and digestive systems of approximately 30,000 children and adults in the United States (70,000 worldwide). One in 31 Americans (more than 10 million people) is an unknowing, symptomless carrier of the defective CF gene.

When the CF Foundation began, few children lived to attend elementary school. Today, thanks to the efforts of scientists and caregivers supported by the CF Foundation, the median age of survival for a person with CF is over the age of 37. In fact, nearly 40 percent of the CF patient population is age 18 and older. This is a remarkable improvement, but it is not good enough, as we continue to lose at least one precious life to CF every day.



THE MILWAUKEE WINE OPENER

The Wine Opener is a national wine tasting series to benefit the Cystic Fibrosis Foundation. Locally, *The Milwaukee Wine Opener* will be held February 26th, at the Hilton Milwaukee City Center. Now in its 6th year, *The Milwaukee Wine Opener* has developed into Milwaukee's premier wine-tasting event, involving over 12 of Milwaukee's finest restaurants, and featuring over 100 wines. *The Milwaukee Wine Opener* will be a relaxed, yet lively, evening for over 400 expected guests.

From wine novices to advanced wine enthusiasts, *The Milwaukee Wine Opener* is a casual and fun evening for all experience levels! **SIP GREAT WINES** poured by international and domestic wineries. **SAVOR GREAT CUISINE** presented at festive tasting stations, where the area's hottest chefs prepare their specialties just for you. Along with delicious food and wine pairings, guests will be treated to lively auctions and entertainment.

EVENT EXPOSURE

The event appeals to wine novices looking for a casual and fun environment to taste wines, as well as to young professionals looking for an inexpensive night on the town with friends and co-workers. Wine connoisseurs also are encouraged to attend.

The Milwaukee Wine Opener is an excellent marketing vehicle for a sponsor targeting a mass, consumer-based audience with buying power. Sponsor involvement builds brand awareness, helps you promote goodwill and public relations, gives you the opportunity to create unique cause-related marketing campaigns, and develops positive community and employee relations, ultimately driving more traffic into your local establishments. In fact, two-thirds of Americans report a greater trust in companies that support social issues and would be likely to switch brands or retailers to one associated with a good cause, when price and quality are equal.

The Milwaukee Wine Opener was created by the Cystic Fibrosis Foundation to raise funds to support research to find a control or cure for cystic fibrosis (CF).

For more information on *The Milwaukee Wine Opener* or the Cystic Fibrosis Foundation, contact:

Kelly Salentine
Director of Special Events
Cystic Fibrosis Foundation
20875 Crossroads Circle, Suite 350
Waukesha, WI 53186
262-798-2060/ksalentine@cff.org



Title Sponsorship

\$7,500 (\$6,900 is tax-deductible)

As the official Title Sponsor of *The Milwaukee Wine Opener*, your company will receive the following benefits:

- Exclusive title sponsor status. Event will be promoted as:
Your Company Milwaukee Wine Opener
- Your company's name and logo will be featured prominently on the following promotional materials: invitations (sent to 850 residences and emailed to 4,000 individuals), posters, table tents (displayed by participating restaurants and retailers), event e-blasts (sent 6 times to 1,200 individuals), tickets, and 450 event programs (includes a full-page acknowledgement). Commitment deadline to be included in event invitation is 12/31/2009.
- The Cystic Fibrosis Foundation will promote your company as title sponsor of *The Milwaukee Wine Opener* in media opportunities.
- Your company logo will appear on tasting glasses given to guests.
- Your company name and logo will be featured as *The Milwaukee Wine Opener* Title Sponsor on the Milwaukee Chapter's Web page for one year.
- Signage displayed prominently at the event (signage provided by sponsor).
- Exhibitor space, to include one eight-foot skirted table and signage, in a prominent location at the event (signage provided by sponsor). Includes the opportunity to distribute collateral material and/or samples to more than 400 guests.
- Your company will receive twenty (20) VIP tickets to the event.
- Your company will receive reserved seating for guests at the event.
- Your company will have the opportunity to use *The Milwaukee Wine Opener* logo on external and internal communications and for cross marketing purposes.

As the official Title Sponsor of *The Milwaukee Wine Opener*, your company will pay \$7,500. This sponsorship opportunity entitles your company to a one-year commitment with a first right of renewal for next year's event.

Presenting Sponsorship

\$5,000 (\$4,520 is tax-deductible)

As a Presenting Sponsor of *The Milwaukee Wine Opener*, your company will receive the following benefits:

- Event will be promoted as:

The Milwaukee Wine Opener
presented by
Your Company

- Your company's name and logo will be included in event marketing collateral: invitations (sent to 850 residences and emailed to 4,000 individuals), posters, event e-blasts (sent 6 times to 1,200 individuals, tickets, and 450 event programs (includes a full-page acknowledgement). Commitment deadline to be included in event invitation is 12/31/2009.
- The Cystic Fibrosis Foundation will promote your company as a presenting sponsor of *The Milwaukee Wine Opener* in promotional and media opportunities.
- Signage displayed at the event (signage provided by sponsor).
- Exhibitor space, to include one eight-foot skirted table and signage, in a prominent location at the event (signage provided by sponsor). Includes the opportunity to distribute collateral material and/or samples to more than 400 guests.
- Your company will receive sixteen (16) VIP tickets to the event.
- Your company will receive reserved seating for sixteen (16) at the event.
- Your company will have the opportunity to use *The Milwaukee Wine Opener* logo on external and internal communications and for cross marketing purposes.

As the official Presenting Sponsor of *The Milwaukee Wine Opener*, your company will pay \$5,000. This sponsorship opportunity entitles your company to a one-year commitment.

Tasting Glass Sponsorship

\$3,500 (\$3,200 is tax-deductible)

As the Tasting Glass Sponsor of *The Milwaukee Wine Opener*, your company will receive the following benefits:

- Your company name and logo placement on more than 400 keepsake wine tasting glasses (a benefit exclusive to the tasting glass sponsor and title sponsor).
- Your company name and logo will be included in event marketing collateral: invitations (sent to 850 residences and emailed to 4,000 individuals), event e-blasts (sent 6 times to 1,200 individuals), and 450 event programs (includes full-page acknowledgement). Commitment deadline to be included in event invitation is 12/31/2009.
- The Cystic Fibrosis Foundation will list your company as *The Milwaukee Wine Opener* tasting glass sponsor in event press releases.
- Exhibitor space, to include one eight-foot skirted table and signage, in a prominent location at the event (signage provided by sponsor). Includes the opportunity to distribute collateral material and/or samples to more than 400 guests.
- Your company will receive ten (10) tickets to the event.
- Your company will receive reserved seating for ten (10) at the event.
- Your company will have the opportunity to use *The Milwaukee Wine Opener* logo on external and internal communications and for cross marketing purposes.

As the official Tasting Glass Sponsor of *The Milwaukee Wine Opener*, your company will pay \$3,500. This sponsorship opportunity entitles your company to a one-year commitment.

Auction Area Sponsorship

\$2,500 (\$2,200 is tax-deductible)

As the Auction Area Sponsor of *The Milwaukee Wine Opener*, your company will receive the following benefits:

- Your company logo will appear on each silent auction description board and each silent auction bid sheet used in *The Milwaukee Wine Opener* silent auction (approximately 100 items).
- Your company name and logo will be included in event marketing collateral: invitations (sent to 850 residences and emailed to 4,000 individuals), and 450 event programs (includes full-page acknowledgement). Commitment deadline to be included in event invitation is 12/31/2009.
- The Cystic Fibrosis Foundation will list your company as *The Milwaukee Wine Opener* auction area sponsor in event press releases.
- Your company name and logo will be featured as a Corporate Partner on the Wisconsin Chapter's Web page for one year.
- Signage will be prominently displayed at the event.
- Your company will receive ten (10) tickets to the event.
- Your company will receive reserved seating for ten (10) at the event.
- Your company will have the opportunity to use *The Milwaukee Wine Opener* logo on external and internal communications and for cross marketing purposes.

As the official Auction Area Sponsor of *The Milwaukee Wine Opener*, your company will pay \$2,500. This sponsorship opportunity entitles your company to a one-year commitment.

Champagne Sponsorship

\$2,000 (\$1,700 is tax-deductible)

As a Champagne Sponsor of *The Milwaukee Wine Opener*, your company will receive the following benefits:

- Your company name and logo will be included in event marketing collateral: invitations (sent to 850 residences and emailed to 4,000 individuals, event e-blasts (sent 6 times to 1,200 individuals) and 450 event programs (includes full-page acknowledgement).
- Your company name and logo will be featured as a Corporate Partner on the Wisconsin Chapter's Web page for one year.
- Signage will be prominently displayed at the event.
- Your company will receive ten (10) tickets to the event.
- Your company will receive reserved seating for ten (10) at the event.
- Your company will have the opportunity to use *The Milwaukee Wine Opener* logo on external and internal communications and for cross marketing purposes.

As a Champagne Sponsor of *The Milwaukee Wine Opener*, your company will pay \$2,000. This sponsorship opportunity entitles your company to a one-year commitment.

Other Sponsorship Opportunities

Red Sponsor (\$1,000, \$820 is tax-deductible)

- Six (6) tickets to the event.
- Your company name and logo will be included in event marketing collateral: invitations (sent to 850 residences and emailed to 4,000 individuals), event e-blasts (sent six times to 1,200 individuals), and 450 event programs, as a full-page acknowledgement. Commitment deadline to be included in event invitation is 12/31/2009.

White Sponsor (\$500, \$380 is tax-deductible)

- Four (4) tickets to the event.
- Your company name and logo will be included in event marketing collateral: invitations (sent to 850 residences and emailed to 4,000 individuals), event e-blasts (sent six times to 1,200 individuals), and 450 event programs as a ½ page acknowledgement. Commitment deadline to be included in event invitation is 12/31/2009.

Blush Sponsor (\$250, \$190 is tax-deductible)

- Two (2) tickets to the event.
- Your company name and logo will be included in the event program as a ¼ page acknowledgement.



The Milwaukee Wine Opener

Sponsorship Commitment Form

Sponsor Information

Name _____

Company _____

Address _____

City, State, Zip _____

Daytime Phone _____ Fax _____

E-mail Address _____

Sponsorship Level _____

Payment Information

- Please find my check enclosed (made payable to the Cystic Fibrosis Foundation)
 Please bill me
 Please charge me:

Name on Card _____

Card Number _____ Expiration Date _____

Signature _____ Amount to Charge _____

Please mail/fax this form along with your donation to:

The Cystic Fibrosis Foundation
20875 Crossroads Circle, Suite 350
Waukesha, WI 53186
Fax: 262.798.2065

For more information: 800.472.7720 or ksalentine@cff.org.