



Thursday, November 5, 2009

The Meymandi Theater at the Murphey School, Raleigh, NC

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. Nearly 90 cents of every dollar raised is being 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 in the early thirties. 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.



A wine and beer-tasting event to benefit the Cystic Fibrosis Foundation.

This unique event will bring wine and beer lovers together under one roof. **Join us Thursday, November 5, 2009** at the **Meymandi Theater at the Murphey School** in downtown Raleigh (The Burning Coal Theater). Guests will enjoy a relaxed yet lively, evening, along with the opportunity to sample a variety of wines and craft beer, expertly paired with great cuisine. The night is highlighted by live entertainment and the chance to bid on some of the Triangle's unique auction items. The evening will be a relaxed, entertaining, affair for more than 250 expected guests,

From wine and beer novices to advanced enthusiasts, **A Night at the Theater** is a casual and fun evening for all experience levels! **SIP GREAT WINES** poured by upscale wine merchants. **SAMPLE GREAT BEER** offered by unique brewers. **SAVOR GREAT CUISINE** presented at festive tasting stations! Along with delicious food pairings, guests will be treated to sought after auction items and entertainment.

A Night at the Theater targets young professionals, between the ages of 25 and 45, as well as companies that employ them.

EVENT EXPOSURE

The event appeals to wine and beer novices and enthusiasts of all levels looking for a casual and fun environment to taste wines and beer as well as to young professionals looking for a night on the town with friends and co-workers.

A Night at the Theater 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 to your product into your local establishments. In fact, two-thirds of Americans report a greater trust in companies that support social issues. When price and quality are equal, consumers will be likely to switch brands or retailers to one associated with a cause.

This event was created by the Cystic Fibrosis Foundation to raise funds to support research to control and cure cystic fibrosis (CF).

For more information, please contact:

Cystic Fibrosis Foundation

Stephanie Davage

2301 Stonehenge Dr. Suite 200

Raleigh, NC 27615

T: (919) 845-2155; 800-822-9941 F: (312) 845-2404

Email: sdavage@cff.org

Presenting Sponsor-*exclusive* -

(tax deductible amount \$4,520) **\$5,000**

As the Presenting Sponsor of **A Night at the Theater starring... Grapes and Hops**, your company will receive the following benefits:

- The Event will be promoted as:

A Night at the Theater starring... Grapes and Hops
Presented by
Your Company
- **Your company name and logo** will be included in **ALL** event marketing collateral:
 - o Invitations
 - o Posters
 - o Event E-Blasts
 - o Point of Purchase media
 - o Event Tickets
 - o CFF Chapter web, social networking sites, newsletters
 - o Tasting Journal cover with the Tasting Journal Sponsor and half-page acknowledgement
- The Cystic Fibrosis Foundation will promote your company as the Presenting Sponsor of **A Night at the Theater** in **all** promotional and media opportunities.
- **Your company logo** will appear on 300 keepsake wine and beer tasting glasses given to guests at the event.
- Exhibitor space, to include one skirted table and signage, in a prominent location at the event (table signage provided by sponsor). Includes the opportunity to distribute collateral material and/or samples to 300 guests, marketplace exhibitors, chefs, and beverage distributors.
- Company name announced at the event.
- Banner displayed prominently in the event venue (banner provided by sponsor).
- Optional Opportunity: Hold a “traffic builder” event, at your company’s retail location(s) in the month prior to the event. The traffic builder will drive customers into your establishment, while providing an opportunity to promote **A Night at the Theater** presented by your company. The Cystic Fibrosis Foundation will market the “traffic builder” event on CFF Chapter web, social networking sites, newsletter and in other communications to our CFF volunteers and donors.
- Twenty (20) tickets to the event (value of \$1200).



Tasting Journal Sponsor

(tax deductible amount \$2,260)

\$2,500

As the Tasting Journal Sponsor, your company will receive the following benefits:

- **Your company name and logo** will be included in event marketing collateral:
 - o Event E-Blasts
 - o Point of Purchase media
 - o Event Tickets
 - o CFF Chapter web and social networking sites
 - o Tasting Journal cover with the presenting sponsor and half-page acknowledgement
- Exhibitor space, to include one 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 250 guests.
- Signage displayed at the event (signage provided by sponsor).
- Ten (10) tickets to the event (value of \$300).

Theater Sponsor

(tax deductible amount \$2,260)

\$2,000

As the Theater Sponsor, your company will receive the following benefits:

- **Your company name and logo** will be included in event marketing collateral:
 - o Event E-Blasts
 - o Point of Purchase media
 - o CFF Chapter web and social networking sites
 - o Tasting Journal half-page acknowledgement
- Exhibitor space, to include one 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 250 guests.
- Eight (8) tickets to the event (value of \$480).

Tasting Glass Sponsor

(tax deductible amount \$1760)

\$2,000

As a Tasting Glass sponsor, your company will receive the following benefits:

- Your company will be marketed as a **Tasting Glass Sponsor** of **A Night at the Theater starring Grapes and Hops**.
- **Your company name and logo** will be included in event marketing collateral:
 - o On the 300 souvenir tasting glass with the presenting sponsor
 - o Event E-Blasts
 - o Point of Purchase media
 - o Tasting Journal quarter-page acknowledgement
 - o CFF Chapter web and social networking sites
- Eight (8) tickets to the event (value of \$480).



Grape Sponsor

(tax deductible amount \$1,332)

\$1,500

As the Grape Sponsor, your company will receive the following benefits:

- **Your company name and logo** will be included in event marketing collateral:
 - o Event E-Blasts
 - o Point of Purchase media
 - o CFF Chapter web and social networking sites
 - o Tasting Journal quarter-page acknowledgement
- Exhibitor space, to include one 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 250 guests.
- Four (4) tickets to the event (value of \$240).

Hops Sponsor

(tax deductible amount \$1,332)

\$1,500

As the Theater Troupe Sponsor, your company will receive the following benefits:

- **Your company name and logo** will be included in event marketing collateral:
 - o Event E-Blasts
 - o Point of Purchase media
 - o CFF Chapter web and social networking sites
 - o Tasting Journal quarter-page acknowledgement
- Exhibitor space, to include one 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 250 guests.
- Four (4) tickets to the event (value of \$240).

Encore Sponsor

(tax deductible amount \$452)

\$500

As the Encore Sponsor, your company will receive the following benefits:

- **Your company name** will be included in the following event marketing collateral:
 - o Event E-Blasts
 - o Tasting Journal quarter-page acknowledgement
 - o Two (2) tickets to the event



Beverage Tasting Station

In Kind

- Your **company name and logo** will be included in event marketing collateral:
 - o Posters
 - o Event E-Blasts
 - o Point of Purchase brochures
 - o Tasting Journal ¼ page acknowledgement
 - o CFF Chapter web and social networking sites
- The Cystic Fibrosis Foundation will list your company as a participating beverage sponsor of **A Night at the Theater** in event press releases.
- One tasting station, to include one skirted table and signage, in a prominent location at the event (signage provided by sponsor). Includes the opportunity to distribute collateral material and samples to 250 guests.
- Optional Opportunity- Hold a “traffic builder” event, at your company’s retail location(s) in the month prior to the event. The traffic builder will drive customers into your establishment, while providing an opportunity to promote **A Night at the Theater** presented by your company. The Cystic Fibrosis Foundation will market the “traffic builder” event on CFF Chapter web, social networking sites, newsletter and in other communications to our CFF volunteers and donors.
- Opportunity to initiate sales of your wine or beer. Closing and financial sales transactions must take place after the event. Details of sales and transactions must be approved by the CFF chapter prior to the event.
- Your **company** will have the opportunity to use the **A Night at the Theater** logo on external and internal communications and for cross marketing purposes.

As a participating beverage supplier, your company agrees to:

- Prepare a 2 oz tasting for 250 guests.
- Staff and provide necessary equipment for your tasting station. CFF will give each guest a souvenir tasting glass to use at the event.
- Attend the event orientation.
- Supply information for the tasting journal (event program).
- Display the **A Night at the Theater** poster in your establishment for 4 weeks leading up to the event.



Gourmet Tasting Station

In Kind

- Your company name and logo will be included in event marketing collateral:
 - o Posters
 - o Event E-Blasts
 - o Point of Purchase brochures
 - o Tasting Journal ½ page acknowledgement
 - o CFF Chapter web and social networking sites
- The Cystic Fibrosis Foundation will list your restaurant as a participating restaurant/chef of **A Night at the Theater** in event press releases.
- One tasting station, to include one skirted table and signage, in a prominent location at the event (signage provided by sponsor). Includes the opportunity to distribute collateral material and samples to 250 guests.
- Optional Opportunity- Hold a “traffic builder” event, at your company’s retail location(s) in the month prior to the event. The traffic builder will drive customers into your establishment, while providing an opportunity to promote **A Night at the Theater** presented by your company. The Cystic Fibrosis Foundation will market the “traffic builder” event on CFF Chapter web, social networking sites, newsletter and in other communications to our CFF volunteers and donors.
- Your company will have the opportunity to use the **A Night at the Theater** logo on external and internal communications and for cross marketing purposes.

As a participating restaurant/Chef, your company agrees to:

- Prepare a signature dish for 250 guests.
- Staff and provide necessary equipment for your tasting station.
- Attend the event orientation.
- Supply information for the tasting journal (event program)
- Display the **A Night at the Theater** poster in your restaurant for 4 weeks leading up to the event.

Tasting Journal Acknowledgments

Guests at **A Night at the Theater** will receive a tasting journal created especially for this event. The journal is perfect for both connoisseurs and novices alike. The tasting journal will include features on how to taste wine and beer, a section for taking notes on the wines and beers at the event, future tastings, as well as information on conducting their own tasting party at home.

Acknowledgments in the tasting journal are a wonderful way to sponsor the event with lasting visibility to potential customers, as guests will view your acknowledgments again and again at home.

Gold Sponsor \$200

- One Full Page 8" x 5" black-and-white acknowledgment in the **A Night at the Theater** tasting journal.

Silver Sponsor \$150

- One half-page, 4" x 5" black-and-white acknowledgment in the **A Night at the Theater** tasting journal.

Bronze Sponsor \$100

- One quarter-page, 2" x 2½", black-and-white acknowledgment placed in the **A Night at the Theater** tasting journal.

Acknowledgment Specifications:

Acknowledgments may include a sponsor's identity (or logo) along with a statement of thanks, support, or recognition of the CF Foundation's efforts; or personal messages in keeping with the spirit of the event, particularly when recognizing a chairperson. Acknowledgments cannot include statements or slogans from a corporation or sponsor that exclusively promote a product or service or that contain qualitative or comparative descriptions of a product or service, price information, an endorsement, or an inducement to purchase or use a product or service. All donations/sponsorships given expressly in this way will be considered tax-deductible as a charitable contribution and, consequently, the CF Foundation would not be subject to taxes on these revenues.

Artwork Specifications:

The sponsor must provide artwork in jpeg format for acknowledgments to the chapter by October 30, 2009.



Marketplace Exhibitor

\$250

We are extending a special invitation to a select group of companies to serve as marketplace exhibitors at **A Night at the Theater starring Grapes and Hops**. The event appeals to wine and beer novices and enthusiasts of all levels looking for a casual and fun environment to taste wines, Guests will have a chance to view or sample your products on site. This is a unique opportunity for you to showcase your products and/or services face-to-face to a mass, consumer-based audience with buying power. Don't miss the chance to introduce your company to hundreds of potential new customers!

If you market:

- Beverages – Ports, Spirits, Liquors, Beers
- Gourmet & Specialty Foods
- Hotels & Travel
- Personal Chef Services
- Jewelry & Apparel
- Catering Services
- Books & Music
- Wine Related Accessories – Glassware, Decanters, Wine Charms, Corkscrews, etc.
- Furniture & Home Décor
- Cooking & Serving Equipment
- Party and Event Planning . . .
- Or any product or service that appeals to people in their 30s and 40s...

Then you should exhibit at A Night at the Theater starring Grapes and Hops!

As an exhibitor of **A Night at the Theater**, you will receive the following:

- Exhibitor space, to include one 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 250 guests.
- A 1/2-page acknowledgment featured in the event's tasting journal (event program).
- The Cystic Fibrosis Foundation will list your company as **A Night at the Theater starring Grapes and Hops** Marketplace Exhibitor in event press releases.
- Opportunity to hold a "traffic builder" event at your company's retail location in the month prior to the event. The traffic builder will drive customers into your establishment, while providing an opportunity to promote **A Night at the Theater** (*optional*).

As a Marketplace Exhibitor for **A Night at the Theater**, your company will:

- Contribute a \$250 cash sponsorship fee.
- Supply one item for silent auction and/or one item for live auction (total minimum fair-market value of \$400 for one auction/\$750 for both auctions) (donation is tax-deductible). The CF Foundation reserves the right to enhance your auction packages with additional items. (*The tax-deductible portion is the fair market value of donated items.*)
- Present a display that involves an activity for the guests, such as sampling, a contest to win a displayed product, etc. (*CF Foundation staff will assist with ideas and coordination.*)

Please call (919) 845-2155 or e-mail sdavage@cff.org to reserve your space, or for more information.





YES! I WANT TO BE A SPONSOR at the following level-

- PRESENTING SPONSOR (*exclusive*) \$5,000
- Tasting Journal Sponsor \$2,500
- Theater Sponsor \$2,000
- Tasting Glass Sponsor \$2,000
- Grape Sponsor \$1,500
- Hops Sponsor \$1,500
- Encore Sponsor \$ 500
- Tasting Journal Ad
 - Gold Sponsor (*full page*) \$ 200
 - Silver Sponsor (*1/2 page*) \$ 150
 - Bronze Sponsor (*1/4 page*) \$ 100
- GOURMETASTING STATION IN KIND
- MARKETPLACE EXHIBITOR \$250
- SILENT OR LIVE AUCTION ITEM (\$) _____

PAYMENT

CHECK ENCLOSED CREDIT CARD PLEASE INVOICE ME

Please charge \$ _____ to my Visa _____ MC _____ Discover _____ AMEX _____

Name on Card _____

Card # _____ Expiration Date ____/____

Company name _____ Contact _____

Phone _____ Email _____

Address _____

City _____ ST _____ Zip _____

Cystic Fibrosis Foundation
 Stephanie Davage
 2301 Stonehenge Dr. Suite 200 Raleigh, NC 27615
 T: (919) 845-2155; (800) 822-9941 F: (312) 845-2404 Email: sdavage@cff.org



Letter of Agreement

_____ agrees to become a sponsor/exhibitor for **A Night at the Theater** starring **Grapes and Hops**
(YOUR COMPANY NAME)

Sponsorship Level: _____

The total cost for sponsorship: _____

This entitles your company to the benefits listed in the enclosed s proposal. Unless prior arrangements are made with the CFF Carolinas Chapter, all sponsorship fees are due by December 31, 2009 and should be made payable to:

The Cystic Fibrosis Foundation

Please send to:
Cystic Fibrosis Foundation
Stephanie Davage
2301 Stonehenge Dr. Suite 200
Raleigh, NC 27615

We are very thankful to have this opportunity to work with your company. Your participation will ensure that the **A Night at the Theater** event will be a huge success. I will be in touch with you in the next few weeks to discuss the specific details regarding the implementation of your sponsorship. In the meantime, please review and sign this *Letter of Agreement*, send the original back to me and keep a copy for your file.

Sincerely,



Stephanie Davage
Director of Special Events

Response

This letter correctly sets forth the understanding of _____

Company name

Accepted by _____

Title _____

Date _____

