

Friday,
Nov 6, 2009

The Memphis Wine Opener

presented by **Bumpus Harley-Davidson**

The Wine Opener is a national wine tasting series to benefit the Cystic Fibrosis Foundation. Locally, *The Memphis Wine Opener* will be held on **Friday, November 6, 2009** at the **Memphis Area Home Builders Association** in **Cordova, TN**, from **7:00pm until 11:00pm**. *The Memphis Wine Opener* is a relaxed, yet lively, evening for 350 expected guests.

From wine novices to advanced wine enthusiasts, *The Wine Opener* is a casual and fun evening for all experience levels! **SIP GREAT WINES** poured compliments of **Leno's Liquors**. **SAVOR GREAT CUISINE** presented at festive tasting stations, where the area's hottest chefs prepare their specialties just for you. **DISCOVER THE MARKETPLACE** where local and national purveyors of fine foods, wines, liquors, and wine-related items present interactive displays for your enjoyment. Along with delicious food and wine pairings, and the sights and sounds of the marketplace, guests will be treated to lively auctions and entertainment.

Demographics

The Wine Opener targets professionals and couples, between the ages of 25 and 55.

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 are also welcomed!

The 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 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).**



...adding tomorrows every day.

"Because of risks to people with cystic fibrosis (CF), individuals with a confirmed positive sputum culture for *Burkholderia cepacia* complex **shall not attend** this event. This is because *B. cepacia* can be passed between individuals who have CF through close proximity. *B. cepacia* infection in a person with CF can cause serious respiratory illness and, in some patients, may lead to death. Despite this policy, there might still be some individuals with *B. cepacia* in attendance. *B. cepacia* is not a risk for otherwise healthy individuals. For alternative ways to participate and for information about this policy, please contact the CF Foundation at (800) **FIGHT-CF** or visit our Web site at www.cff.org. Consult your CF care center physician with medical questions."

The Memphis Wine Opener

SPONSORSHIP COMMITMENT

Name of Organization or Donor _____
(As it should appear in the invitation and program)

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Contact Person _____

SPONSORSHIP LEVELS

\$6,000 Title Sponsor (exclusive)

- The "Your Company" Memphis Wine Opener
- Up to 3 VIP tables of ten with premium seating
- Corporate table signage
- Company name and logo in 2,000 invitations
- Full-page acknowledgement in 500 event programs
- Company name and logo on all auction brochures
- Name recognition on all outgoing correspondence to media, table sponsors, auction donors, etc.
- Logo & web link on event web page
- Opportunity to host traffic-building event at your location
- Company representative to participate in sponsor presentations at the event
- Company banner (supplied by sponsor) displayed at the event
- Company name or logo on guest wine glasses
- Sampling or exhibiting opportunity at event
- Full complimentary bar for all guests

\$4,000 Presenting Sponsor

- Memphis Wine Opener, presented by "Your Company"
- Two tables of ten with premium seating
- Corporate table signage
- Company name in 2,000 invitations
- Full-page acknowledgement in 500 event programs
- Company name in all auction brochures
- Name recognition on all outgoing correspondence to media, table sponsors, auction donors, etc.
- Logo & web link on event web page
- Company banner (supplied by sponsor) displayed at the event
- Company name or logo on guest wine glasses
- Sampling or exhibiting opportunity at event
- Full complimentary bar for all guests

\$ 2,500 Premier Sponsor

- Table of ten with premium seating
- Corporate table signage
- Company name in 2,000 invitations
- Half-page acknowledgement in 500 event programs
- Logo & web link on event web page
- Company name or logo on guest wine glasses
- Full complimentary bar for all guests

\$1,000 Patron Sponsor

- Reserved table of ten
- Corporate table signage
- Acknowledgement in 500 event programs
- Logo & web link on event web page
- Full complimentary bar for all guests

\$700 Table Sponsor

- Reserved table of ten
- Corporate table signage
- Complimentary wine for all guests

\$70 Individual Ticket

- Complimentary Wine

_____ We are unable to participate as a sponsor this year, but please accept our donation of \$_____.
(fully tax-deductible)

Contributions in excess of \$40 per person attending are tax deductible.

Enclosed is my check for \$_____

Please charge my: MasterCard, Visa, Discover or American Express (please circle)

Account Number _____ Expiration date _____

Name on card (please print) _____

Cardholder's signature _____

Please make checks payable to CF Foundation and mail to:
6555 Quince Road, Suite 104, Memphis, TN 38119 – Fax (901) 759-1096