

The FOOD
& WINE
Festival at Baldwin Park

Saturday, March 7, 2009, 6 - 9 pm
Lake Baldwin Waterfront

Participating Food & Beverage Purveyors from 2008:

ABC Fine Wine & Spirits
Bar Fly Catering Services
Bonefish Grill
Café Tu Tu Tango
Farris & Foster's Fine Chocolates
Fleming's Prime Steakhouse

Funky Monkey Wine Company
Luma On Park
Nestle Waters
Orlando Brewing
Pizzeria Valdiano
Primo Restaurant

Ruth's Chris Steakhouse
Shin Japanese Cuisine
Southern Wine & Spirits
Super Suppers
Urban Flats

Kerri Rossi – Special Events Manager
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<http://orlando.cff.org>

 **Cystic
Fibrosis
Foundation**
...adding tomorrows every day.

Partner With A Results-Driven Organization...

Since 1955, the mission of the Cystic Fibrosis Foundation is to assure the development of the means to cure and control cystic fibrosis (CF) and to improve the quality of life for those with the disease. The CF Foundation tirelessly pursues its mission by supporting scientific research, which is dedicated to the discovery and development of new therapies. At the same time, it funds and accredits a network of specialized treatment centers that provide state-of-the-art care for people with CF. By applying the same principles that a “for-profit company” follows — **efficiency, innovation**, and a **results-driven** approach — the CF Foundation is making a profound difference in the lives of those with CF.

The CF Foundation Is Efficient.

In 2004, more than 90 cents of every dollar raised was invested in vital CF programs. According to *SmartMoney*, the CF Foundation is “a charity that won’t waste your money.”

The CF Foundation Is Innovative.

Forbes has recognized the CF Foundation for its innovative approach to curing a disease. By offering milestone-driven research awards, the CF Foundation stimulates the development of new CF therapies that are having a profound impact on thousands of young lives.

The CF Foundation Is Results Driven.

When the CF Foundation began, few children lived to attend elementary school. Thanks to the research and care supported by the CF Foundation, the median age of survival for a person with CF is now 37.4 years.

The CF Foundation Needs Your Help!

Although the outlook for a child born with CF today has improved tremendously over the years, it is not good enough. Your partnership with the CF Foundation is critical to ensuring that the momentum in CF research continues. Working together, we can *add tomorrows every day* to the lives of all people with CF.

What Is Cystic Fibrosis?

- CF is a life-threatening genetic disease that affects the lungs and digestive systems of tens of thousands of young people.
- One in 31 Americans (more than 10 million people) is an unknowing, symptomless “carrier” of the defective CF gene.
- Each time two carriers conceive, there is a 25 percent chance that they will have a child with CF.

The Food & Wine Festival at Baldwin Park

The Food & Wine Festival is a national gourmet tasting series to benefit the Cystic Fibrosis Foundation. Held in 15 cities, from San Diego to Miami, *The Food & Wine Festival* will reach an audience of thousands nationwide. Locally, *The Food & Wine Festival at Baldwin Park* will be held Saturday, March 7, 2009 at the Baldwin Park Waterfront for a ticket fee of \$75. Baldwin Park's Village Center and Waterfront area is now action central. It features Central Florida's newest streetscapes, stores, restaurants, homes, and offices - even a scenic water walk. *The Food & Wine Festival at Baldwin Park* will be a lively, interactive evening for more than 1,000 expected guests.

From wine novices to advanced wine enthusiasts, *The Food & Wine Festival at Baldwin Park* 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. **DISCOVER THE MARKETPLACE** where local and national purveyors of fine foods, wines, and beverages 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 Food & Wine Festival at Baldwin Park targets upscale professionals of all ages.

Event Exposure

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

The Food & Wine Festival at Baldwin Park 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 Food & Wine Festival* was created by the Cystic Fibrosis Foundation to raise funds to support research to find a control or cure for cystic fibrosis (CF).**

The Food & Wine Festival at Baldwin Park

Suggested Sponsorship Packages

Title Sponsor - \$10,000

(\$8,525 is tax deductible)

- **Your Company's** logo will be featured ***prominently*** on all print materials including approx. 10,000 save the date cards and 1,000 posters, tickets and event programs.
- The Cystic Fibrosis Foundation will feature **Your Company** as the title Sponsor of the Food & Wine Festival at Baldwin Park in media opportunities.
- **Your Company** will receive a full-page acknowledgement in the event program.
- **Your Company** will be presented with a signature engraved wine bottle and plaque at the event.
- **Your Company** logo will be on the CFF website and remain there for one year following the event.
- **Your Company** will have the opportunity to display a banner and/or signage at the event and distribute collateral materials.
- **Your Company** will have the opportunity to select a representative to serve on the *Plates of Distinction* voting panel.
- **Your Company** will receive twenty-five (25) tickets to the event.
- **Your Company will receive category exclusivity.**

Cabernet Sponsor - \$7,000

(\$5,850 is tax deductible)

- **Your Company's** logo will be featured on all print materials including approx. 10,000 save the date cards and 1,000 posters, tickets and event programs.
- **Your Company** will receive a ½ page acknowledgement in the event program.
- **Your Company** will be presented with a plaque at the event.
- **Your Company** will have the opportunity to display a banner and/or signage at the event and distribute collateral materials.
- **Your Company** will receive twenty (20) tickets to the event.

The Food & Wine Festival at Baldwin Park

Suggested Sponsorship Packages

Signature Event Sponsor - \$5,000

(\$2,450 is tax deductible)

- Your Company's logo will be placed on one of the signature event items including (but not limited to) wine glasses, tasting plates, promotional magnets and tote bags.
- Your Company will receive a ¼ page acknowledgement in the event program.
- Your Company will have the opportunity to display a banner and/or signage at the event and distribute collateral materials.
- Your Company will receive ten (10) tickets to the event.



Chardonnay Sponsor - \$3,500

(\$2,950 is tax deductible)

- Your Company will receive a ¼ page acknowledgement in the event program.
- Your Company will receive ten (10) tickets to the event.
- Your Company will have the opportunity to display a banner and/or signage at the event and distribute collateral materials.

Merlot Corporate Sponsor - \$2,000

(\$1,560 is tax deductible)

- Your Company's name will be listed in the event program.
- Your Company will receive a reserved tasting table at the event.
- Your Company will receive eight (8) tickets to the event.

The Food & Wine Festival at Baldwin Park

Letter of Agreement

YOUR COMPANY agrees to become a sponsor for the *Food & Wine Festival at Baldwin Park*.

Please check your selection(s):

- Title Sponsor: \$10,000
- Cabernet Sponsor: \$7,000
- Signature Event Sponsor: \$5,000
- Chardonnay Sponsor: \$3,500
- Merlot Corporate Package: \$2,000

This entitles **YOUR COMPANY** to the benefits listed in the enclosed sponsorship proposal. All sponsorship fees are due by January 5, 2009 and should be made payable to:

Cystic Fibrosis Foundation
1850 Lee Road, Suite 111
Winter Park, FL 32789

We are very thankful to have this opportunity to work with **YOUR COMPANY**. Your participation will ensure that the *Food & Wine Festival at Baldwin Park* 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,

Kerri Rossi
Special Events Manager

Response

This letter correctly sets forth the understanding of _____.

(Print the name of your Company as you would like it to appear in promotional materials)

Signature

Phone

Printed Name & Title

Date

Mailing Address

City, State, Zip

Email Address