

Winefest^{No.} 15

A TOAST TO CHILDREN'S HEALTH

PRESENTING SPONSOR \$50,000

Total Benefit of Presenting Sponsor Package: \$95,200

Total Impressions for Presenting Sponsor: 10,804,040

Event Marketing

- Approved use of the University of Minnesota Amplatz Children's Hospital logo in your print and on-line publications
- Company logo or name prominently featured in print materials for event
 - Invitation (impressions: 5,000)
- Company logo or name prominently featured in on-line publicity for event (with a link back to your website on at least one of our promotional sites)
 - University of Minnesota Amplatz Children's Hospital website (impressions: 35,000 per month)
 - Minnesota Medical Foundation website (impressions: 15,300 per month)
 - MMF Children's Health website (impressions: 230 per month)
 - WINEFEST website
- Company logo or name prominently featured in print publicity for event (secured for 2010)
 - Clear Channel – 30 billboards for 30 days (benefit: \$35,000; impressions: 9,500,000)
 - Mpls.St.Paul Magazine – 1 full page ad (benefit: \$10,000; impressions: 17,710)
 - Previous promotional print partners include: Midwest Wine Connection, Metro Magazine, Minnesota Monthly, Star Tribune, and more (estimated impressions: 1,200,000)
 - Children's Health Newsletter (impressions: 22,700 +)
- Company or name featured in on-air publicity
 - Radio partner, WCCO will include company name in any radio spots

At the Event

- Full page advertisement in auction catalog (impressions: 600)
- Exclusive signage (impressions: 1,500)
- Company logo or name prominently featured in souvenir program (impressions: 1,500)
- Verbal recognition as a "Presenting Sponsor" in opening and closing remarks (impressions: 1,500)
- Recognition as a "Presenting Sponsor" in event audiovisual (impressions: 1,500)
- Video message from CEO/VIP in reference to support of the University of Minnesota Amplatz Children's Hospital (impressions: 1,500)

Client Entertainment/Amenities

- Premier seating for 20 guests (2 tables) at the WINEFEST NO. 15 FINE WINE DINNER, and 20 SPECIAL RESERVE RECEPTION tickets – with the option of including a U of M pediatric faculty and/or honorary winemaker to join you at your table (benefit: \$10,000)
- 20 tickets to the WINEFEST NO. 15 GRAND TASTING and 20 tickets for the WINE SYMPOSIUM (benefit: \$3,700)
- Exclusive meet and greet with featured winemaker(s)
- Discounted (25%) GRAND TASTING admission for company employees (estimated benefit: \$5,000)
- Enrollment in University of Minnesota Presidents Club featuring invitation-only opportunities to engage with University leaders and other benefactors (minimum enrollment: \$25,000)
- University of Minnesota Amplatz Children's Hospital hard-hat-tour (10 attendees)
- Invitations to an exclusive reception for the grand opening of the University of Minnesota Amplatz Children's Hospital
- Private wine dinner with a sommelier at Ruth's Chris Steak House for 10 clients or employees (benefit: \$1,800)
- Opportunity to host 10 clients or employees at a Gopher sporting event. Subject to availability and interest. (estimated benefit: \$3,500)
- Foursome at the Champions for Children Golf Classic (benefit: \$1,200)

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VINTAGE SELECT SPONSOR \$25,000

Total Benefit of Vintage Select Package: \$63,700

Total Impressions for Vintage Select Package: 10,802,540

Event Marketing

- Approved use of the University of Minnesota Amplatz Children's Hospital logo in your print and on-line publications
- Company logo or name prominently featured in print materials for event
 - Invitation (impressions: 5,000)
- Company logo or name prominently featured in on-line publicity for event (with a link back to your website on at least one of our promotional sites)
 - University of Minnesota Amplatz Children's Hospital website (impressions: 35,000 per month)
 - Minnesota Medical Foundation website (impressions: 15,300 per month)
 - MMF Children's Health website (impressions: 230 per month)
 - WINEFEST website
- Company logo or name prominently featured in print publicity for event (secured for 2010)
 - Clear Channel – 30 billboards for 30 days (benefit: \$35,000; impressions: 9,500,000)
 - Mpls.St.Paul Magazine – 1 full page ad (benefit: \$10,000; impressions: 17,710)
 - 2009 promotional print partners include: Midwest Wine Connection, Metro Magazine, Minnesota Monthly, Star Tribune, and more (estimated impressions: 1,200,000)
 - Children's Health Newsletter (impressions: 22,700 +)

At the Event

- Full page advertisement in auction catalog (impressions: 600)
- Exclusive signage (impressions: 1,500)
- Company logo or name prominently featured in souvenir program (impressions: 1,500)
- Verbal recognition as a "Vintage Select Sponsor" in opening and closing remarks (impressions: 1,500)
- Recognition as a "Vintage Select Sponsor" in event audiovisual (impressions: 1,500)

Client Entertainment/Amenities

- Premier seating for 20 guests (2 tables) at the WINEFEST NO. 15 FINE WINE DINNER, and 20 SPECIAL RESERVE RECEPTION tickets – with the option of including a U of M pediatric faculty and/or honorary winemaker to join you at your table (benefit: \$10,000)
- 20 tickets to the WINEFEST NO. 15 GRAND TASTING and 20 tickets for the WINE SYMPOSIUM (benefit: \$3,700)
- Discounted (25%) GRAND TASTING admission for company employees (estimated benefit: \$5,000)
- University of Minnesota Amplatz Children's Hospital hard-hat-tour (10 attendees)

Partnership Benefits

Be a sponsor of WINEFEST NO. 15 – A TOAST TO CHILDREN'S HEALTH and be a proud, exclusive part of this monumental year! With the construction of the new University of Minnesota Amplatz Children's Hospital and the fifteenth anniversary of WINEFEST, 2010 is certain to be a banner year for children's health!

We are committed to working with you to create a personalized benefit package including, but not limited to, category exclusivity as well as promotional, on-site visibility, and hospitality benefits listed above.

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GRAND CRU SPONSOR \$15,000

Total Benefit of Grand Cru Package: \$20,880

Total Impressions for Grand Cru Package: 1,302,540

Event Marketing

- Approved use of the University of Minnesota Amplatz Children's Hospital logo in your print and on-line publications
- Company logo or name prominently featured in print materials for event
 - Invitation (impressions: 5,000)
- Company logo or name prominently featured in on-line publicity for event (with a link back to your website on at least one of our promotional sites)
 - University of Minnesota Amplatz Children's Hospital website (impressions: 35,000 per month)
 - Minnesota Medical Foundation website (impressions: 15,300 per month)
 - MMF Children's Health website (impressions: 230 per month)
 - WINEFEST website
- Company logo or name prominently featured in print publicity for event (secured for 2010)
 - Mpls.St.Paul Magazine – 1 full page ad (benefit: \$10,000; impressions: 17,710)
 - 2009 promotional print partners include: Midwest Wine Connection, Metro Magazine, Minnesota Monthly, Star Tribune, and more (estimated impressions: 1,200,000)
 - Children's Health Newsletter (impressions: 22,700 +)

At the Event

- Half page advertisement in auction catalog (impressions: 600)
- Prominent signage (impressions: 1,500)
- Company logo or name featured in souvenir program (impressions: 1,500)
- Verbal recognition as a "Grand Cru Sponsor" in opening and closing remarks (impressions: 1,500)
- Recognition as a "Grand Cru Sponsor" in event audiovisual (impressions: 1,500)

Client Entertainment/Amenities

- Premier seating for 10 guests (1 table) at the WINEFEST NO. 15 FINE WINE DINNER - with the option of including a U of M pediatric faculty and/or honorary winemaker to join you at your table, and 10 SPECIAL RESERVE RECEPTION tickets (benefit: \$5,000)
- 8 tickets to the WINEFEST NO. 15 GRAND TASTING and 2 tickets for the WINE SYMPOSIUM (benefit: \$880)
- Discounted (25%) GRAND TASTING admission for company employees (estimated benefit: \$5,000)
- University of Minnesota Amplatz Children's Hospital hard-hat-tour

Partnership Benefits

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PREMIER CRU SPONSOR \$10,000

Total Impressions for Premier Sponsor Package: 1,290,730

Event Marketing

- Company or name listed in print materials for event
 - Invitation (impressions: 5,000)
- Company or name listed in on-line publicity for event
 - University of Minnesota Amplatz Children's Hospital website (impressions: 35,000 per month)
 - Minnesota Medical Foundation website (impressions: 15,300 per month)
 - MMF Children's Health website (impressions: 230 per month)
 - WINEFEST website
- Company or name listed in print publicity for event
 - 2009 promotional print partners include: Midwest Wine Connection, Metro Magazine, Minnesota Monthly, Star Tribune, and more (estimated impressions: 1,200,000)
 - Children's Health Newsletter (impressions: 22,700 +)

At the Event

- Company or name listed in souvenir program (impressions: 1,500)
- Signage (impressions: 1,500)
- Recognition as a "Premier Sponsor" in event audiovisual (impressions: 1,500)

Client Entertainment/Amenities

- Seating for 10 guests at the WINEFEST NO. 15 FINE WINE DINNER with the option of including a U of M pediatric faculty and/or honorary winemaker to join you at your table, and 4 SPECIAL RESERVE RECEPTION tickets (benefit: \$3,200)
- 6 tickets to the WINEFEST NO. 15 GRAND TASTING and 2 tickets for the WINE SYMPOSIUM (benefit: \$710)
- University of Minnesota Amplatz Children's Hospital hard-hat-tour

RESERVE CRU SPONSOR \$6,000

Total Impressions for Reserve Cru Sponsor Package: 8,000

Event Marketing

- Company or name listed in print materials for event
 - Invitation (impressions: 5,000)

At the Event

- Company or name listed in souvenir program (impressions: 1,500)
- Recognition as a "Reserve Cru Sponsor" in event signage (impressions: 1,500)

Client Entertainment/Amenities

- Seating for 10 guests at the WINEFEST NO. 15 FINE WINE DINNER, and 2 SPECIAL RESERVE RECEPTION tickets (benefit: \$2,800)
- 4 tickets to the WINEFEST NO. 15 GRAND TASTING and 2 tickets for the WINE SYMPOSIUM (benefit: \$540)

Partnership Benefits

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