



WineFest No. 15 artwork, Legacy, by Dianne Hoffmann

An event to benefit children's health research, education, and care at  
the University of Minnesota Amplatz Children's Hospital

May 7 & 8, 2010  
The Depot in Minneapolis



UNIVERSITY OF MINNESOTA  
*Amplatz Children's Hospital*

# Winefest<sup>No.</sup> 15

A TOAST TO CHILDREN'S HEALTH

We invite you to become a sponsor of WINEFEST NO. 15 – A TOAST TO CHILDREN'S HEALTH, the most prestigious charity food and wine event in the Midwest. Celebrating its 15th anniversary, WINEFEST – A TOAST TO CHILDREN'S HEALTH has raised more than \$7.25 million for children's health research, education, and care at the University of Minnesota.

As a sponsor of WINEFEST NO. 15, you will have the unique opportunity to market your company to our affluent audience of corporate and community leaders, and children's health supporters. Last year, nearly 1,500 guests enjoyed WINEFEST weekend activities, including sumptuous food and wine tastings, captivating auctions, and exciting entertainment. As our partner, you will be able to host your top clients and employees at the festivities, receive remarkable brand exposure and significant benefits, and align your organization with a worthy cause—improving the health and happiness of children everywhere.

## Join us for WINEFEST NO. 15 – A TOAST TO CHILDREN'S HEALTH Events

### The WINE SYMPOSIUM and GRAND TASTING: Friday, May 7, 2010

Begin the weekend at the WINE SYMPOSIUM. An educational panel discussion led by WINEFEST NO. 15 Honorary Winemasters will allow you to hear about—and sip exclusively—the premier and specialty wines made by our winemasters. Learn more about their wineries, growing practices and what makes their wine so enjoyable. The spectacular GRAND TASTING follows, featuring signature menu selections from top restaurants and more than 400 wines for sampling. Attended last year by more than 800 guests, this evening provides sponsors with powerful and meaningful exposure to rising and established Midwest business professionals.

### SPECIAL RESERVE RECEPTION and FINE WINE DINNER: Saturday, May 8, 2010

On Saturday, the FINE WINE DINNER - hosted by Michele Tafoya - begins with the exclusive SPECIAL RESERVE RECEPTION for our WINEFEST NO. 15 SPONSORS, community leaders, and VIPs. Sample exclusive wines, and meet the Honorary Winemasters. After this private, VIP reception, patrons enjoy the FINE WINE DINNER which begins with a champagne reception and silent auction. The dinner will feature a multi-course gourmet menu with premier wine selections, a live auction, and dancing. Approximately 700 guests—leaders of the Twin Cities corporate and philanthropic community—attend the evening's festivities. Our guests are gourmet food connoisseurs, fine wine lovers and world travelers.

### Honorary Chairs

Sid & Joy Kaplan

### Honorees

In honor of their service and dedication to children's health at the University of Minnesota, the following award recipients will be recognized during WINEFEST'S FINE WINE DINNER:

- Imagine Award  
Nancy & John Lindahl
- Corporate Citizen Award  
Don Stevens, Inc.  
Valspar

### Honorary Winemasters

WINEFEST NO. 15 will celebrate 'Women in Wine,' showcasing legends and leaders in the wine industry, including

- Karen Culler, Ladera
- Margaret Duckhorn, Duckhorn Wine Company
- Sara Gott, Joel Gott Wines
- Kate MacMurray, MacMurray Ranch
- Allison Steltzner, Steltzner Vineyards
- Sandy Walheim, Francis Ford Coppola Presents

### Honorary Chef

Sue Zelickson - Contributing Editor, *Minnesota Monthly*



## Why Become a Sponsor?

WINEFEST NO. 15 – A TOAST TO CHILDREN'S HEALTH is not only a good community investment...it is also a good business investment. Not only will you champion cures and treatments for childhood disease, you will also be participating in a successfully proven food and wine event that has an established following, reaching an audience of current and future prominent business and social leaders, and taking advantage of stellar brand exposure in the community, in the media and at the event. WINEFEST receives excellent coverage in national and local media outlets, including full-length articles and on-air produced pieces. Notable exposure includes:

- Online – WINEFEST NO. 15 – A TOAST TO CHILDREN'S HEALTH, Minnesota Medical Foundation, and the University of Minnesota Amplatz Children's Hospital websites
- Social Media – Twitter and Facebook
- Print Promotion – Invitation, Children's Health Newsletter, PedsLink
- Media – Mpls.St.Paul Magazine, Minnesota Monthly, Metro Magazine, Midwest Wine Connection, and the Star Tribune
- Radio – WCCO, Clear Channel, FM107, Minnesota Public Radio
- Billboards – 30 Clear Channel Outdoor posters and billboards in the Twin Cities metro
- All participating retail and restaurant outlets

WINEFEST NO. 15 – A TOAST TO CHILDREN'S HEALTH supports the internationally renowned University of Minnesota Department of Pediatrics and the University of Minnesota Amplatz Children's Hospital where the physician-researchers develop and deliver innovative treatments and cures for childhood diseases. Specifically, event proceeds provide:

- Financial support for breakthrough research to treat or cure childhood illnesses and diseases
- Seed funding to launch the research careers of promising junior faculty
- Money to purchase much-needed medical equipment

Our physician-scientists and pediatric specialists are global leaders in children's health research, education, and care, we accelerate breakthrough discoveries to treat and cure childhood disease:

- The University of Minnesota Amplatz Children's Hospital ranks among the best in the country for treating patients with cancer, diabetes, and kidney disorders according to U.S. News & World Report.
- The University of Minnesota Department of Pediatrics consistently ranks in the top 20 in securing funding from the National Institutes of Health (NIH).

The University of Minnesota Amplatz Children's Hospital, the oldest children's hospital in the state, not only delivers the latest innovations in pediatric medicine, we also create them:

- We are home to a number of pioneering "firsts," including: the world's first open-heart surgery in a child, pediatric bone marrow transplant, and kidney biopsy in children; the first bone marrow and cord-blood transplant to treat a devastating – usually fatal skin disease; a trailblazing technique for transplanting kidneys in infants; the invention of a lung-clearing vest for children with cystic fibrosis and development of a vaccine for Lyme Disease.



## In Good Company

WINEFEST NO. 15 – A TOAST TO CHILDREN’S HEALTH is committed to fostering relationships with partners who want to ensure a healthy and productive future for the world’s children.

### Sponsors and supporters

WineFest thanks our past supporters for their generous support and understanding of the importance of pediatric medical research and care.

- St. Jude Medical
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- The Marshall Group
- Minnesota Vikings
- Mpls.St.Paul Magazine
- New York Life Insurance Company
- Northwest Airlines
- Opus
- Parsinen, Kaplan, Rosberg & Gotlieb P.A.
- Personnel Decisions International
- Press-Sure-Print, Inc.
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- United Health Foundation
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- Wells Fargo

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## Questions?

For additional information, please contact Elizabeth Patty at 612.273.8638 or [e.patty@mmf.umn.edu](mailto:e.patty@mmf.umn.edu).