



We invite you to become a sponsor of WineFest No. 17—A Toast to Children's Health, the most prestigious charity food and wine event in the Midwest. Celebrating its 17th anniversary, WineFest—A Toast to Children's Health has raised more than \$9 million in support of children's health research, education, and care at University of Minnesota Amplatz Children's Hospital.

As a sponsor of WineFest No. 17, 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.

THE FESTIVITIES

Join us for WINEFEST No. 17 —A TOAST TO CHILDREN'S HEALTH

WINE SYMPOSIUM AND GRAND TASTING: FRIDAY, MAY 11, 2012

Begin the weekend at the Wine Symposium. An educational panel discussion allows you to learn about—and sip exclusively—the premier and specialty wines made by our Winemasters. You and your guests will hear 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 12, 2012

On Saturday, the Fine Wine Dinner begins with the exclusive Special Reserve Reception for our WineFest No. 17 sponsors, community leaders, and VIPs. You will sample limited release 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 600 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.

THE OPPORTUNITY

WINEFEST NO. 17—A TOAST TO CHILDREN'S HEALTH is a good community investment, and 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 Midwest, 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.

Past notable exposure includes:

- **Online:** WineFest—A Toast to Children's Health, Minnesota Medical Foundation, and University of Minnesota Amplatz Children's Hospital websites
- **Social Media:** Twitter and Facebook
- **Print Promotion:** Invitation, Children's Health Newsletter, Giving Matters
- **Media:** Mpls.St.Paul Magazine, Minnesota Monthly, Metro Magazine, Midwest Wine Connection, and the Star Tribune
- **Radio:** WCCO, Clear Channel, myTalk 107, Minnesota Public Radio
- **Billboards:** 30 Clear Channel Outdoor posters and billboards in the Twin Cities metro area
- All participating **retail and restaurant outlets**



THE CAUSE

WINEFEST—A TOAST TO CHILDREN'S HEALTH supports the internationally renowned University of Minnesota Department of Pediatrics and University of Minnesota Amplatz Children's Hospital where the physician-researchers develop and deliver innovative treatments and protocols for childhood diseases.

SPECIFICALLY, EVENT PROCEEDS PROVIDE:

- Financial support for breakthrough research
- Seed funding to launch the research careers of promising junior faculty
- Money to purchase vital research 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:

- University of Minnesota Amplatz Children's Hospital ranks among the best in the country in eight specialty areas including 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 15 in securing funding from the National Institutes of Health (NIH).

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.

THE PARTNERS

WineFest No. 17—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. WineFest thanks our past supporters for their generous support and understanding of the importance of pediatric medical research and care.

- Allscripts Healthcare Solutions
- Anthony Ostlund Baer & Louwagie, P.A.
- Astellas Pharma US, Inc.
- Bernstein Global Wealth Management
- BioScrip
- Churchill Capital
- Clear Channel Outdoor
- Corporate Express
- Dove's Action Battery
- Ergodyne Corporation
- Fairview Health Services
- Alfred and Ingrid Lenz Harrison
- Land O'Lakes
- Leonard Street & Deinard
- Lindquist & Vennum
- Lowry Hill
- M&I Marshall & Ilsley Bank
- Minnesota Vikings
- Mpls.St.Paul Magazine
- New York Life Insurance Company
- Northland Securities, Inc.
- OPUS
- Personnel Decisions International
- Press-Sure-Print, Inc.
- RE/MAX Results
- Robins, Kaplan, Miller & Ciresi L.L.P.
- RTP Company
- St. Jude Medical
- Schulze Family Foundation
- Teresa and Ron Sit
- Target
- UBS Financial Services, Inc.
- United Health Foundation
- University of Minnesota Physicians
- Validus Consulting
- Wells Fargo

Honorary Chairs **Susan and John Doherty**

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 the WineFest's Fine Wine Dinner:

IMAGINE AWARD

Landyn and Steve Hutchinson, Minnesota Viking

CORPORATE CITIZEN AWARD

St. Jude Medical

HONORARY WINEMASTERS

WineFest No. 17 will celebrate the families of wine including:

- Conway Family of Wines, Chris Conway
- Louis M. Martini Winery, Michael Martini
- Groom Wines and Colby Red, Lisa Groom
- Hook & Ladder Winery, De Loach Family

And select other from family-owned and operated wineries!

FEATURED ARTIST

Jimmy Reagan

University of Minnesota Amplatz Children's Hospital Philanthropic Board

EXECUTIVE COMMITTEE

Joseph P. Neglia, M.D., M.P.H.,
Medical Advisor
Rich Ostlund, *Chair*
Reggie Boyle
Kathy Dolphin
Chris Holm
Teresa Sit, DDS

BOARD MEMBERS

Caroline Amplatz, J.D.
Mark Beese
David M. Brown, M.D.
Anne Carrier
Susan Doherty
Camie Eugster
Margie Eustis
Anh Le Kremer
Hugh Miller

Mary Pickering
Andy J. Rice
Brian Schepperle
Allan Schuman
Joe Sokolowski
Pete Vorbrich
Tom Votel
Andrew Weiner
K. Craig Wildfang
Kathie Taranto, *Ex Officio*

MEDICAL ADVISORY COMMITTEE

Joseph P. Neglia, M.D., M.P.H.,
Chair
Susan Berry, M.D.
Clifford Kashtan, M.D.
Toni Moran, M.D.
Mark Schleiss, M.D.
Brenda Weigel, M.D.

WineFest No. 17 artwork, Café at Night, by Jimmy Reagan.

Winefest^{No.} 17

A TOAST TO CHILDREN'S HEALTH

May 11-12, 2012
AT THE DEPOT IN MINNEAPOLIS

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

thewinefest.org



UNIVERSITY OF MINNESOTA
Amplatz Children's Hospital

WineFest^{No.} 17

A TOAST TO CHILDREN'S HEALTH

Sponsor Benefits

WINEFEST No. 17—A TOAST TO CHILDREN'S HEALTH
The Depot Minneapolis | May 11 and 12, 2012

	PRESENTING \$50,000	VINTAGE SELECT \$25,000	GRAND CRU \$15,000	PREMIER CRU \$10,000	RESERVE CRU \$6,000	TABLE SPONSOR \$3,000
Featured Company logo or name in print materials/publicity for event	FEATURED	FEATURED	FEATURED	FEATURED	LISTED	
Company logo or name in on-line publicity for event	YES	YES	YES	YES		
Signage for Fine Wine Dinner	EXCLUSIVE	EXCLUSIVE	PROMINENT	LISTED	LISTED	
Company logo or name in souvenir program	PROMINENT	PROMINENT	FEATURED	LISTED	LISTED	
Verbal recognition as sponsor	YES	YES	YES			
Audiovisual recognition as sponsor	YES	YES	YES	YES		
Video message from CEO/VIP in reference to support	YES					
Premier seating at Fine Wine Dinner (tables of 10)	2	2	1	1	1	1
Special Reserve Reception tickets	20	20	10	10		
Grand Tasting tickets	20	20	10	6	4	
Wine Symposium tickets	20	20	2	2	2	
Discounted (25%) Grand Tasting admission for company employees	YES	YES	YES			
University of Minnesota Amplatz Children's Hospital private tour and reception	20 ATTENDEES	20 ATTENDEES	20 ATTENDEES	10 ATTENDEES		
Meet and greet with featured winemakers	YES					
Enrollment in University of Minnesota Presidents Club	YES	YES				
Private wine dinner with a sommelier	10 CLIENTS OR EMPLOYEES					
Foursome at Champions for Children Celebrity Golf Classic	YES	YES				
Plaque recognition for multi-year donor commitments	2 YEAR	4 YEAR				
Digital recognition on hospital donor wall	YES	YES	YES	YES	YES	YES
Total Impressions	10,804,040	10,802,540	10,802,540	1,290,730	8,000	

WineFest No. **17**
A TOAST TO CHILDREN'S HEALTH

Sponsorship Confirmation Form

Sponsor Name: _____
(As it should appear in the program)

Contact Name: _____

Address: _____

City, State, Zip: _____

Contact E-mail: _____

Contact Phone: _____

We are proud to sponsor WineFest with our gift of:

- _____ Presenting Sponsor **\$50,000** (\$45,500 tax-deductible)
- _____ Vintage Cru Sponsor **\$25,000** (\$20,500 tax-deductible)
- _____ Grand Cru Sponsor **\$15,000** (\$13,110 tax-deductible)
- _____ Premier Cru Sponsor **\$10,000** (\$8,230 tax-deductible)
- _____ Reserve Cru Sponsor **\$6,000** (\$4,590 tax-deductible)
- _____ Table Sponsor **\$3,000** (\$2,000 tax-deductible)
- _____ I will not use my table(s) or tickets for WineFest No. 17. My donation is fully tax-deductible.

Payment:

_____ Check enclosed. *Please make payable to the Minnesota Medical Foundation.*

_____ Visa _____ MasterCard _____ AmEx

Card # _____ Exp. Date _____

Name as it appears on card: _____

Signature: _____

_____ We agree to pay the full amount by April 16, 2012. Please invoice me.

Please complete and return this form by fax to 612-625-5673 or email below.
Questions? Contact Nicholas Engbloom at 612-626-8429 or n.engbloom@mmf.umn.edu.
Minnesota Medical Foundation – 200 Oak St SE, Suite 300 – Minneapolis, MN 55455
Thank you for supporting University of Minnesota Amplatz Children's Hospital and WineFest No. 17. Cheers!