

Miami Wine and Food Festival
Good Food. Good Wine. Good Will.

Be a part of South Florida's premier charity wine event
Sponsorship opportunities

We invite you to sponsor South Florida's first and foremost charity wine event, **the Fourteenth Annual Miami Wine and Food Festival benefiting Camillus House** and **United Way of Miami-Dade**, April 23 – 25, 2009, at Village of Merrick Park and the JW Marriott Miami.

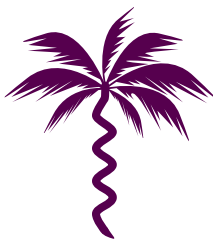
As a sponsor, you will enjoy many benefits, including opportunities to market your product to more than 2,000 festival participants and reach your consumers through media exposure provided before, during and after the event. As an additional benefit, you will have the opportunity to entertain your executive team and/or clients with tickets to festival events.

The 14th annual Miami Wine and Food Festival is an ideal way for you to support our community through two important South Florida charities while being a part of a spectacular event that will enhance your marketing and networking opportunities.

This year, we are excited to have local celebrity chef, Michael Schwartz, owner of Michael's Genuine Food & Drink located in Miami's Design District, and its nationally renowned executive pastry chef, Hedy Goldsmith.

From invitations reaching over 10,000 individuals to event programs, signage, official auction catalogs and paddles, there are many opportunities for your company name to be visible throughout the weekend. Invest in a larger sponsorship, and you will have opportunities to feature your products, giving guests and potential customers a firsthand look at your wares! Sponsorships range from \$10,000-\$50,000. Festival staff is ready to tailor a sponsorship package that fits your needs and works for you.





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Festival Events

Thursday, April 23

Taste and Toast

Fine Wine Tasting

Village of Merrick Park

6 – 6:45 pm VIP tasting

7 – 9:30 pm General admission

This outdoor fine wine tasting is a tasty tour around the world featuring 60+ wineries as well as treats from some of Miami's top dining spots.

\$150 per person VIP admission

\$75 per person general admission (online only)*

\$65 per Camillus House and

United Way Young Leader

Friday, April 24

Food, Friends & Fun

Interactive Dinner

JW Marriott Miami

6:30 pm Cocktail reception and silent auction

7:30 pm Interactive dinner

This dinner is the ultimate good time for foodies where tables will team up to cook their own dinner under the tutelage of local celebrity chef, Michael Schwartz, owner of Michael's Genuine Food & Drink in Miami's Design District, and its nationally renowned executive pastry chef, Hedy Goldsmith.

\$250 per person

\$2,000 per table of 8**

Saturday, April 25

Bubbles, Bids & Bites

Great South Florida Fine Wine Live Auction and Dinner

JW Marriott Miami

6 pm Champagne reception and silent auction

7 pm Live auction

Weekends are made for fun and relaxation, and that's what this casual evening is all about. Delectable champagne and a melt-in-your-mouth meal are the perfect accompaniments to lively bidding on stunning live and silent auction lots. World class wine collections and exotic travel packages are up for grabs.

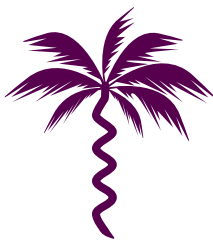
\$500 per person

\$5,000 per table of 10**

* This ticket price per person is available only if purchased online by March 20, 2009 (\$100 per person by phone or after March 22, 2009).

** If you wish, a winery representative can host your table at no extra cost.





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Balthazar (\$50,000 sponsorship)

Fine Wine Tasting – Thursday, April 23

Interactive Dinner – Friday, April 24

The Great South Florida Fine Wine Live Auction and Dinner – Saturday, April 25

Publicity / marketing benefits

- ◆ Listing as sponsor in 10,000+ invitation mailings; invitation recipients include local and national media, United Way of Miami-Dade and Camillus House contributors
- ◆ Recognition and logo as sponsor on the Miami Wine and Food Festival website, including a hyperlink bringing our visitors, *your potential customers*, directly to your website
- ◆ Two-page advertisement in the Miami Wine and Food Festival auction catalog
- ◆ Inclusion in a series of festival-related press releases directed to local and national media
- ◆ Listing as sponsor in paid or in-kind advertising, which may include advertisements in *The Miami Herald*, *The Wine News*, *Entertainment News & Views* and other publications
- ◆ Special recognition at sponsorship level within a double-page ad in *The Miami Herald*
- ◆ Recognition as a sponsor at appropriate locations throughout the weekend
- ◆ Additional promotional opportunity when a pre-approved auction lot is placed in Friday's and Saturday's auctions
- ◆ Logo displayed on projection screens throughout the weekend
- ◆ Opportunity to have logo printed on appropriate festival materials (napkins, tasting trays and glasses, etc.)
- ◆ Opportunity to have a display table/booth at sponsored event

Networking / business development benefits

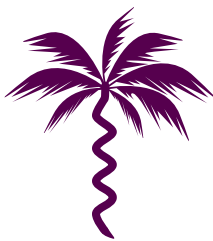
- ◆ Ten VIP tickets to Thursday's Fine Wine Tasting
- ◆ Forty general admission tickets to Thursday's Fine Wine Tasting
- ◆ Two tables of eight at Friday's Interactive Dinner
- ◆ One table of ten at Saturday's Great South Florida Fine Wine Live Auction and Dinner

Host benefits

- ◆ Limousine transportation to/from hotel

Deadline for sponsor recognition in invitation is March 2, 2009. Deadline for sponsor recognition in auction catalog is March 27, 2009.





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Imperial (\$25,000 sponsorship)

Fine Wine Tasting – Thursday, April 23

Interactive Dinner – Friday, April 24

The Great South Florida Fine Wine Live Auction and Dinner – Saturday, April 25

Publicity / marketing benefits

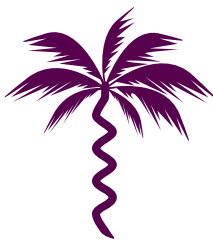
- ◆ Listing as sponsor in 10,000+ invitation mailings; invitation recipients include local and national media, United Way of Miami-Dade and Camillus House contributors
- ◆ Recognition as sponsor and logo on the Miami Wine and Food Festival website, including a hyperlink bringing our visitors, *your potential customers*, directly to your website
- ◆ Full-page advertisement in the Miami Wine and Food Festival auction catalog
- ◆ Inclusion in a series of festival-related press releases directed to local and national media
- ◆ Listing as sponsor in paid or in-kind advertising, which may include advertisements in *The Miami Herald*, *The Wine News*, *Entertainment News & Views* and other publications
- ◆ Special recognition at sponsorship level within a double-page ad in *The Miami Herald*
- ◆ Recognition as a sponsor at appropriate locations throughout the weekend
- ◆ Additional promotional opportunity when a pre-approved auction lot is placed in Friday's and Saturday's auctions
- ◆ Opportunity to have a display table/booth at sponsored event

Networking / business development benefits

- ◆ Eight VIP tickets to Thursday's Fine Wine Tasting
- ◆ Twenty general admission tickets to Thursday's Fine Wine Tasting
- ◆ One table of eight at Friday's Interactive Dinner
- ◆ One table of ten at Saturday's Great South Florida Fine Wine Live Auction and Dinner

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Jeroboam (\$15,000 sponsorship)

Fine Wine Tasting – Thursday, April 23

Interactive Dinner – Friday, April 24

The Great South Florida Fine Wine Live Auction and Dinner – Saturday, April 25

Publicity / marketing benefits

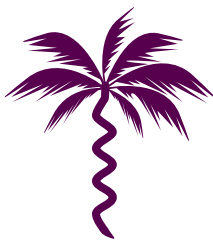
- ◆ Listing as sponsor in 10,000+ invitation mailings; invitation recipients include local and national media, United Way of Miami-Dade and Camillus House contributors
- ◆ Recognition as sponsor on the Miami Wine and Food Festival website
- ◆ Half-page advertisement in the Miami Wine and Food Festival auction catalog
- ◆ Inclusion in a series of festival-related press releases directed to local and national media
- ◆ Listing as sponsor in paid or in-kind advertising, which may include advertisements in *The Miami Herald*, *The Wine News*, *Entertainment News & Views* and other publications
- ◆ Special recognition at sponsorship level within a double-page ad in *The Miami Herald*
- ◆ Recognition as a sponsor at appropriate locations throughout the weekend
- ◆ Listing as sponsor on projection screens throughout the weekend

Networking / business development benefits

- ◆ Four VIP tickets to Thursday's Fine Wine Tasting
- ◆ Twelve general admission tickets to Thursday's Fine Wine Tasting
- ◆ One table of eight at Friday's Interactive Dinner
- ◆ One table of ten at Saturday's Great South Florida Fine Wine Live Auction and Dinner

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Magnum (\$10,000 sponsorship)

Fine Wine Tasting – Thursday, April 23

Interactive Dinner – Friday, April 24

The Great South Florida Fine Wine Live Auction and Dinner – Saturday, April 25

Publicity / marketing benefits

- ◆ Listing as sponsor in 10,000+ invitation mailings; invitation recipients include local and national media, United Way of Miami-Dade and Camillus House contributors
- ◆ Recognition as sponsor on the Miami Wine and Food Festival website
- ◆ Listing in the Miami Wine and Food Festival auction catalog
- ◆ Inclusion in a series of festival-related press releases directed to local and national media
- ◆ Listing within a double-page ad in *The Miami Herald*
- ◆ Recognition as sponsor at appropriate locations throughout the weekend
- ◆ Listing as a sponsor on signage, projection screens throughout the weekend

Networking / business development benefits

- ◆ Two VIP tickets to Thursday's Fine Wine Tasting
- ◆ Six general admission tickets to Thursday's Fine Wine Tasting
- ◆ One table of eight at Friday's Interactive Dinner
- ◆ One table of ten at Saturday's Great South Florida Fine Wine Live Auction and Dinner

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