



**Thursday, November 5, 2009**

The Meymandi Theater at the Murphey School, Raleigh, NC

***Partner with a results-driven organization...***

**The Cystic Fibrosis Foundation**

The Cystic Fibrosis Foundation is one of the most efficient voluntary health organizations of its kind and has been recognized by such magazines as *Forbes* and *SmartMoney* for its innovative approach to curing a disease. Nearly 90 cents of every dollar raised is being invested in cystic fibrosis (CF) research, education, and care programs.

Since 1955, the mission of the CF Foundation is to assure the development of the means to cure and control CF and to improve the quality of life for those with the disease. The CF Foundation tirelessly pursues this mission by supporting innovative research dedicated to discovering and developing new therapies and by funding and accrediting specialized care centers to treat people with the disease.

Never before in the history of the CF Foundation has the feeling of optimism for defeating CF been so great. Progress has been made in the fight against this disease because the CF Foundation has seized every opportunity to support the best minds in science and to recruit the finest teams of caregivers to the CF cause.

By partnering with the CF Foundation, you are investing in the lives of those with CF. Working together; we can give the children and adults with CF the quality of life and the future that they deserve.

## **What Is Cystic Fibrosis?**

CF is a life-threatening genetic disease that affects the lungs and digestive systems of approximately 30,000 children and adults in the United States (70,000 worldwide). One in 31 Americans (more than 10 million people) is an unknowing, symptomless carrier of the defective CF gene.

When the CF Foundation began, few children lived to attend elementary school. Today, thanks to the efforts of scientists and caregivers supported by the CF Foundation, the median age of survival for a person with CF is in the early thirties. In fact, nearly 40 percent of the CF patient population is age 18 and older. This is a remarkable improvement, but it is not good enough, as we continue to lose at least one precious life to CF every day.



## A wine and beer tasting event to benefit the Cystic Fibrosis Foundation

This unique event will bring wine and beer lovers together under one roof. **Join us Thursday, November 5, 2009** at the **Meymandi Theater at the Murphey School** in downtown Raleigh (The Burning Coal Theater). Guests will enjoy a relaxed yet lively, evening, along with the opportunity to sample a variety of wines and craft beer, expertly paired with great cuisine. The night is highlighted by live entertainment and the chance to bid on some of the Triangle's most unique auction items. The evening will be a relaxed, entertaining, affair for more than 250 expected guests,

From wine and beer novices to advanced enthusiasts, **A Night at the Theater** is a casual and fun evening for all experience levels! **SIP GREAT WINES** poured by upscale wine merchants. **SAMPLE GREAT BEER** offered by unique brewers. **SAVOR GREAT CUISINE** presented at festive tasting stations! Along with delicious food pairings, guests will be treated to sought after auction items and entertainment.

**A Night at the Theater**- targets young professionals, between the ages of 25 and 45, as well as companies that employ them.

### EVENT EXPOSURE

The event appeals to wine and beer novices and enthusiasts of all levels looking for a casual and fun environment to taste wines and beer as well as to young professionals looking for a night on the town with friends and co-workers.

**A Night at the Theater** 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 to your product into your local establishments. In fact, two-thirds of Americans report a greater trust in companies that support social issues. When price and quality are equal, consumers will be likely to switch brands or retailers to one associated with a cause.

This event was created by the Cystic Fibrosis Foundation to raise funds to support research to control and cure cystic fibrosis (CF).

For more information, please contact:

Cystic Fibrosis Foundation

Stephanie Davage

2301 Stonehenge Dr. Suite 200

Raleigh, NC 27615

T: (919) 845-2155; 800-822-9941 F: (312) 845-2404

Email: [sdavage@cff.org](mailto:sdavage@cff.org)

# Tasting Journal Acknowledgments

Guests at **A Night at the Theater** will receive a tasting journal created especially for this event. The journal is perfect for both connoisseurs and novices alike. The tasting journal will include features on how to taste wine and beer, a section for taking notes on the wines and beers at the event, future tastings, as well as information on conducting their own tasting party at home.

Acknowledgments in the tasting journal are a wonderful way to sponsor the event with lasting visibility to potential customers, as guests will view your acknowledgments again and again at home.

## **Gold Sponsor \$200**

- One Full Page 8" x 5" black-and-white acknowledgment in the **A Night at the Theater** tasting journal.

## **Silver Sponsor \$150**

- One half-page, 4" x 5" black-and-white acknowledgment in the **A Night at the Theater** tasting journal.

## **Bronze Sponsor \$100**

- One quarter-page, 2" x 2½", black-and-white acknowledgment placed in the **A Night at the Theater** tasting journal.

## **Acknowledgment Specifications:**

Acknowledgments may include a sponsor's identity (or logo) along with a statement of thanks, support, or recognition of the CF Foundation's efforts; or personal messages in keeping with the spirit of the event, particularly when recognizing a chairperson. Acknowledgments cannot include statements or slogans from a corporation or sponsor that exclusively promote a product or service or that contain qualitative or comparative descriptions of a product or service, price information, an endorsement, or an inducement to purchase or use a product or service. All donations/sponsorships given expressly in this way will be considered tax-deductible as a charitable contribution and, consequently, the CF Foundation would not be subject to taxes on these revenues.

## **Artwork Specifications:**

The sponsor must provide artwork in jpeg format for acknowledgments to the chapter by October 30, 2009.

# Marketplace Exhibitor

**\$250**

We are extending a special invitation to a select group of companies to serve as marketplace exhibitors at **A Night at the Theater starring Grapes and Hops**. The event appeals to wine and beer novices and enthusiasts of all levels looking for a casual and fun environment to taste wines, Guests will have a chance to view or sample your products on site. This is a unique opportunity for you to showcase your products and/or services face-to-face to a mass, consumer-based audience with buying power. Don't miss the chance to introduce your company to hundreds of potential new customers!

## *If you market:*

- Gourmet & Specialty Foods
- Beverages – Wine, Port, Spirits, Liquors, Beers
- Hotels & Travel
- Personal Chef Services
- Jewelry & Apparel
- Catering Services
- Books & Music
- Wine Related Accessories – Glassware, Decanters, Wine Charms, Corkscrews, etc.
- Furniture & Home Décor
- Cooking & Serving Equipment
- Party and Event Planning . . .
- Or any product or service that appeals to people in their 30s and 40s...

## *Then YOU should exhibit at A Night at the Theater starring... Grapes and Hops!*

As an exhibitor of **A Night at the Theater**, you will receive the following:

- Exhibitor space, to include one skirted table and signage, in a prominent location at the event (signage provided by sponsor). Includes the opportunity to distribute collateral material and/or samples to 250 guests.
- A 1/2-page acknowledgment featured in the event's tasting journal (event program).
- The Cystic Fibrosis Foundation will list your company as **A Night at the Theater starring... Grapes and Hops Marketplace Exhibitor** in event press releases.
- Opportunity to hold a "traffic builder" event at your company's retail location in the month prior to the event. The traffic builder will drive customers into your establishment, while providing an opportunity to promote **A Night at the Theater** (*optional*).

As a Marketplace Exhibitor for **A Night at the Theater**, your company will:

- Contribute a \$250 cash sponsorship fee.
- Supply one item for silent auction and/or one item for live auction (total minimum fair-market value of \$400 for one auction/\$750 for both auctions; donation is tax-deductible). The CF Foundation reserves the right to enhance your auction packages with additional items. (*The tax-deductible portion is the fair market value of donated items.*)
- Present a display that involves an activity for the guests, such as sampling, a contest to win a displayed product, etc. (*CF Foundation staff will assist with ideas and coordination.*)

**Please call (919) 845-2155 or e-mail [sdavage@cff.org](mailto:sdavage@cff.org) to reserve your space, or for more information.**





YES! I WANT TO PARTICIPATE at the following level-

- GOURMET or BEVERAGE TASTING STATION IN KIND
- MARKETPLACE EXHIBITOR \$ 250
- Tasting Journal Ad
  - Gold Sponsor (full page) \$ 200
  - Silver Sponsor (1/2 page) \$ 150
  - Bronze Sponsor (1/4 page) \$ 100
- SILENT OR LIVE AUCTION ITEM (\$)

PAYMENT

CHECK ENCLOSED

CREDIT CARD

PLEASE INVOICE ME

Please charge \$ \_\_\_\_\_ to my:  Visa  MC  Discover  AMEX

Name on Card \_\_\_\_\_

Card # \_\_\_\_\_ Expiration Date \_\_\_\_/\_\_\_\_

Company name \_\_\_\_\_ Contact \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Cystic Fibrosis Foundation  
 Contact: Stephanie Davage  
 2301 Stonehenge Dr. Suite 200 Raleigh, NC 27615  
 T: (919) 845-2155; (800) 822-9941 F: (312) 845-2404 Email: [sdavage@cff.org](mailto:sdavage@cff.org)





November 5, 2009  
At The Meymandi Theater at the Murphey School, Raleigh, NC

### AUCTION GIFT DONATION AGREEMENT

Please use a separate form for each item.

ITEM OR SERVICE:

\_\_\_\_\_  
\_\_\_\_\_

RETAIL VALUE: \$ \_\_\_\_\_

COMMENTS: Are there any special conditions or restrictions concerning your gift?

Yes

No

If yes, please list on back of this form.

DISPLAY: Will you be sending brochures or literature for display?  Yes  No

EXCHANGES: No item will be redeemable for cash or credit

How will we receive the donation?  Delivery  Mail  Pick-up

If pick-up, when is the best time? \_\_\_\_\_

Cystic Fibrosis Foundation is a non-profit organization, 501 (c) (3) corporation. TAX I.D. # 13-1930701

ALL GIFTS AND DONORS WILL BE ACKNOWLEDGED IN THE EVENT TASTING JOURNAL

CREDITS Please list company name or donor as: (Please Print)

\_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

PHONE \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE AND ZIP \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_

Please return to Cystic Fibrosis Foundation Attn: Stephanie Davage by fax at 919-845-2404 or  
mail to 2301 Stonehenge Dr. Suite 200 Raleigh, NC 27615

# Letter of Agreement

*For tasting station or market exhibit donors*

\_\_\_\_\_ agrees to provide tasting station or market exhibit for  
(COMPANY NAME)

## A Night at the Theater starring Grapes and Hops

Type of station or market exhibit \_\_\_\_\_

Fair Market Value: \_\_\_\_\_

This entitles **Company** to the benefits listed in the enclosed s proposal. Unless prior arrangements are made with the CFF Carolinas Chapter, all sponsorship fees are due by December 31, 2009 and should be made payable to:

### The Cystic Fibrosis Foundation

Please send to:  
Cystic Fibrosis Foundation  
Stephanie Davage  
2301 Stonehenge Dr. Suite 200  
Raleigh, NC 27615

We are very thankful to have this opportunity to work with **Company**. Your participation will ensure that the **A Night at the Theater** event 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,



Stephanie Davage  
Director of Special Events

### Response:

This letter correctly sets forth the understanding of **Company**.

Accepted by \_\_\_\_\_

\_\_\_\_\_

Title

\_\_\_\_\_

Date

