

# Three Blind Wines

Thursday, October 29<sup>th</sup> at Loose Cannon Gallery

## Event Overview

What is destined to become the hottest ticket in town is celebrating its first year of success on Thursday, October 29, 2009 from 6-9 p.m. at The Loose Cannon Gallery. *Three Blind Wines* is the first wine tasting of its kind in Chattanooga with all proceeds going directly to the Cystic Fibrosis Foundation.

From wine novices to fine wine aficionados, *Three Blind Wines* gives all guests the opportunity to taste different brands of wine while benefiting a great cause. Guests will have the opportunity to compete and vote in the "blind wine" contest. The team with the most popular wine will take home a cellar full of wine. Light appetizers will be provided by several local caterers and restaurants and will be treated to lively entertainment.

Event check-in will begin at 6 p.m. Come as a team of 1-2 people and each team must bring three bottles of the same label wine. Upon arrival at 6 p.m., each team will register their wine; two bottles are placed in a bag to cover the label and assigned a voting number. The third bottle is unopened and put aside for the winner of the event. Tasting & voting will take place from 7-8:30 p.m. Silent auction will also take place during this time. At 8:45 p.m. the first place winner is announced and the silent auction check out will open.

Cost is \$40 per **TEAM** (2 people) plus three bottles of same label wine. Admission includes entertainment, light appetizers and a cleansing bottle of water for each person during tasting.

## Demographics

*Three Blind Wines* is hosted by the Cystic Fibrosis Foundation and presented by local sponsors. The attendance draw is 30, 40, and 50 something professionals but is open to everyone 21 years of age and older. Over 200 socials and business professionals are expected to attend.

## Event Exposure

*Three Blind Wines* is an excellent marketing vehicle for a sponsor targeting a mass, consumer-based audience with buying power. Sponsor involvement builds brand awareness, helps 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 into your local establishment. In fact, two-thirds of Americans report a greater trust in companies that support social issues and would be likely to switch brands or retailers to one associated with a good cause, when price and quality are equal.

# MAXIMIZING YOUR CONTRIBUTION TO CF

## HOW YOUR DOLLARS ARE SPENT

The Cystic Fibrosis Foundation is one of the most efficient voluntary health organizations of its kind. Our efficiency factor (fund-raising and management expense as a percentage of revenue) is a very respectable 8.9 cents on the dollar. This translates into 91.1 cents of every dollar raised being available for investment in CF research, care, and medical programs, education and community services through:

- A network of multidisciplinary research and gene therapy centers at major universities across the United States;
- Research grants for top investigators; fellowships for basic research and clinical research;
- A nationwide network of 117 specialty care centers dedicated to treating CF.

## WE NEED YOU!

Every day, approximately three babies are born with CF in this country; and every day at least one person with CF dies. Your help is urgently needed to ensure that the rapid pace of CF research continues. The cost of this research escalates, as sophisticated, new technology must be developed to save precious lives.

The Foundation remains the sole catalyst for raising funds to facilitate the scientific process of finding the answers we need. Many of the brightest minds in the world are engaged in this research effort, and the generosity of sponsors and donors has helped to support these efforts and put the cure within our grasp. Your support is more important now than ever before. With your help we can give children and young adults with CF the quality of life and future they deserve.



**In 2004, only 8.9% of the CF Foundation's revenue was spent on fundraising and administrative expenses.**

# What is Cystic Fibrosis?

Cystic Fibrosis, or CF as it is commonly called, is a disease caused by an inherited genetic defect. As such it is not contagious and there is no risk of "catching" CF from another person with CF. About 1 in 20 people in the United States carry at least one defective gene, which makes it the most common genetic defect of its severity in the United States.



For many years the causes of cystic fibrosis were a mystery. Today, recent advances in genetics have made the cause more clear. Humans have a gene encoded in their DNA, which manufactures a special protein called CFTR. This protein controls the flow of chloride ions across the cell membrane. Each gene is made up of two alleles; a single correctly encoded allele is adequate for normal CFTR production. Thus it is only when a person has two defective CFTR alleles that they actually have CF. Those with a single defective allele are called carriers.



People with CF suffer from chronic lung problems and digestive disorders. The lungs of people with CF become covered with sticky mucus, which is hard to remove and promotes infection by bacteria. Many people with CF require frequent hospitalizations and continuous use of antibiotics, enzyme supplements, and other medications. The life expectancy of people with CF used to be very short; 30 years ago the median life expectancy was about 8 years. Today, thanks to medical advances, the median life expectancy is in the mid 30s and increasing.

CF used to be known as a children's disease, but as medical advances increase the life expectancy of people with cystic fibrosis, there are a new set of problems--- going to college, getting a job, finding health insurance, building permanent relationships--- all while keeping up the physical therapy and medications.

For more information on cystic fibrosis and the Cystic Fibrosis Foundation, please call (865) 583-0355 or visit our website at [www.cff.org](http://www.cff.org).



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## SPONSORSHIP COMMITMENT

Name of Organization or Donor \_\_\_\_\_  
(As it should appear in the invitation and program)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Contact Person \_\_\_\_\_

## SPONSORSHIP LEVELS

### \_\_\_\_\_ \$5,000 Title Sponsor

**(\$4,400 Tax Deductible)**

- Name associated with event (Company's Blind Wine Event)
- Two Corporate tables for ten, signage and premiere seating
- Company name and logo on all promotional and collateral materials including: posters, tickets, **wine glasses** and event programs.
- Name recognition at the event and on all outgoing correspondence to media: press releases, public service announcements, radio & television promotion, print advertisement
- Company representative to participate in sponsor presentations at the event
- Company banner (supplied by sponsor) displayed at the event

### \_\_\_\_\_ \$2,500 Presenting Sponsor

**(\$2,200 Tax Deductible)**

- Table of ten, signage and premiere seating
- Company name and logo on all promotional and collateral materials including: posters, tickets and event programs.
- Name recognition at the event and on all outgoing correspondence to media: press releases, public service announcements, radio & television promotion, print advertisement
- Company representative to participate in sponsor presentations at the event

### \_\_\_\_\_ \$1,000 Table Sponsor

**(\$700 Tax Deductible)**

- Table of ten, signage and premiere seating
- Company name in event program
- Company banner (supplied by sponsor) displayed at the event

### \_\_\_\_\_ \$500 Cabernet & Chardonnay Sponsor

**(\$380 Tax Deductible)**

- Company banner (supplied by sponsor) displayed at the event
- Recognition in event program
- Two (2) Team Tickets

### \_\_\_\_\_ \$40 Team Tickets (1-2 people)

**(\$15 Tax Deductible)**

- Each team is asked to bring three (3) bottles of the same label wine



*...adding tomorrows every day.*

\_\_\_\_\_ We are unable to participate as a table sponsor this year but please accept our donation of \$\_\_\_\_\_.

Enclosed is my check for \$\_\_\_\_\_

Please charge my: MasterCard, Visa, Discover or American Express (please circle)

Account Number \_\_\_\_\_ Expiration date \_\_\_\_\_

Name on card (please print) \_\_\_\_\_

Cardholder's signature \_\_\_\_\_

**Please make all checks payable to Cystic Fibrosis Foundation and mail to:**

**5401 Kingston Pike, Suite 230**

**Knoxville, Tennessee 37919**

**Telephone: (865) 583-0355 Fax: (865) 588-9699**