

RESTAURANT EXHIBITOR INFORMATION

Cool Springs Wines & Spirits
presents the 2010



Supported by

NISSAN

To Benefit Big Brothers Big Sisters

October 22, 2010
The Factory at Franklin



Big Brothers Big Sisters
of Middle Tennessee

The sixth annual Franklin Wine Festival—a celebration of wine and cuisine—is open to the public and features over 300 wines for tastings and culinary offerings from many of Middle Tennessee's finest restaurants.



youtube.com/user/BBBSMT



myspace.com/mentorakid



facebook.com/mentorakid



Group name:
Big Brothers Big Sisters
of Middle TN



@BigBroBigSisMT

Join us for 2010 as we celebrate our sixth annual rendition of this first class event benefiting the children of Big Brothers Big Sisters. The Franklin Wine Festival is proud to have been named a "Sizzle Award" winner by the readers of Franklins.com and Southern Exposure magazine.

VINTNER'S DINNERS

High on everyone's list are the Vintner's Dinners that will pair the best cuisine in Middle Tennessee with some of the country's best wines for a one of a kind experience.

Dinners for 2010 will be scheduled late summer – look for updates at franklinwinefestival.com. Previous year's Vintner's Dinners have been held at Fleming's Prime Steakhouse, F. Scott's Restaurant & Jazz Bar, and Criallos' Bistro & Bar.

GRAND TASTING

A truly "Grand" experience for both foodies and wine connoisseurs alike – this event pairs extensive offerings by Middle Tennessee's finest chefs with selected wines from around the world. Nowhere else will you have the opportunity to sample over 300 wines and outstanding food while enjoying great live entertainment! The Grand Tasting will be Friday evening, October 22, throughout the beautiful Factory at Franklin and Jamison Hall.

Advance tickets are \$75 and will be available at franklinwinefestival.com. Tickets sold at the door are \$85 each.



SILENT & LIVE AUCTION

At the Franklin Wine Festival Silent Auction you will find a diverse selection ranging from hard-to-find wines, gift certificates, and more. The auction is designed to appeal to every taste at every price range, and is held simultaneous with the Grand Tasting event.

ATTENDEE DEMOGRAPHICS

Franklin Wine Festival attendees are from some of the most sought-after demographics anywhere. The majority are from the Middle Tennessee area with a large percentage from Williamson County, but some attendees have traveled from elsewhere in the region to attend this fantastic event.

- Attendees are from ages 21 – 65, the vast majority are between 25-54 years old
- 64.5% of our attendees are college graduates
- 86% are homeowners, and their median home price is \$294,818
- The median income of our attendees is \$62,584, over 70% have an income of \$50,000 or greater

Attendees represent three primary lifestyle clusters: **Boomburbs**, **In Style**, and **Suburban Splendor**.

Boomburbs are the fastest growing group:

- Most likely to own the latest TVs, MP3 players, and other high tech devices
- Family vacations are a top priority

In Style residents are comprised primarily of professional couples:

- Own a diverse portfolio and hold long-term care and life insurance policies
- Enjoy playing golf and domestic travel

Suburban Splendor residents are upwardly mobile, dual income families living life to the fullest:

- Home improvement and remodeling are a main focus, homes feature all the latest amenities
- Travel extensively domestically and overseas – for both business and pleasure

FRANKLIN WINE FESTIVAL RESTAURANTS - FOOD EXHIBITORS

We are honored that your restaurant is considering participating as an exhibitor in the upcoming Franklin Wine Festival. The Grand Tasting event will be held throughout The Factory at Franklin on October 22, 2010. Attendees of previous year's events have spoken very highly of our restaurants and catering professionals and the marvelous dishes they sampled while enjoying over 300 wines of every variety.

Your business will receive amazing exposure to some of the most discriminating consumers in Middle Tennessee, and your name and logo will be tied to our extensive marketing and public relations. And as an added bonus, there is no monetary fee to be a restaurant exhibitor in the festival; however, there are some guidelines we ask all our participating food vendors to follow. If you have any questions, please contact us at (615) 329-9191 ext. 221.

Restaurants are encouraged to donate an auction item to be sold in our silent auction, an additional benefit to you while your future customers have their future dining options at the top of their minds. Naturally, we would also welcome any restaurant partners who wished to additionally sign on as cash corporate sponsors or program advertisers.

EXHIBITOR GUIDELINES

1. Grand Tasting dish(es) must be stated on the participation form. We include descriptions of your offerings in the event program so attendees can highlight their wine and food tasting as they progress about the facility.
2. An 8-foot table, table cloth and signage will be provided.
3. Each restaurant is responsible for providing a minimum of two tasting options, a minimum of one server to work your station, and any necessary plates, bowls, cutlery or napkins.
4. If you will require electricity it **MUST** be indicated in advance on the donation form.
5. Each restaurant is responsible for its own table decor, serving pieces and equipment.
THE FACTORY DOES NOT PROVIDE KITCHEN FACILITIES OR EQUIPMENT.
6. Menus, brochures and other promotional materials may be displayed. FWF reserves the right for final approval of all promotional material, including additional banners or signage.
7. 900 sample size (2 oz.) tasting portions (450 each dish) are recommended for the Grand Tasting. Servings are expected to last the entire three (3) hours.
8. Each restaurant will receive two complimentary tickets to the Grand Tasting.
9. Two (2) entry badges will be provided to your servers when they check in.
10. Retail sales are prohibited.
11. Each participating restaurant will receive:
 - Listing in event-related media coverage
 - Listing in Grand Tasting event program
 - Listing on the Franklin Wine Festival web site with a reciprocal link to your web site
12. Logistical information will be sent as the event approaches, including arrival times, directions, etc.



Again, thank you for your interest. If you have any additional questions, you may contact our Restaurant Chairperson Jordan Waldron at (615) 438-7392 and jwaldron@firstbankonline.com or Sarah Beatty at Big Brothers Big Sisters of Middle Tennessee, 615.522-5659 and sarah.beatty@bbbs.org.

ONE DAY ONLY WINE SALE AT COOL SPRINGS WINES & SPIRITS

The day after the festival, all the wines featured at the Franklin Wine Festival will be available at Cool Springs Wines & Spirits for 10% off. This includes allotted, hard-to-find and collectible wines.

About Big Brothers Big Sisters

The 2010 Franklin Wine Festival is a benefit for Big Brothers Big Sisters of Middle Tennessee, and all funds will be used to serve more children in need with a mentor. In 2009, Big Brothers Big Sisters served over 2,541 Middle Tennessee children. Kids with a mentor are 52% less likely to skip school, 46% less likely to begin using illegal drugs, and 27% less likely to use alcohol.

It takes about \$1,000 to mentor one child for one year. Big Brothers Big Sisters funds go toward the volunteer recruitment, the application and screening process, reference checks, background checks, and supporting the match between the "Big" and "Little".

To volunteer as a positive adult role model or learn more information about our programs for children, visit mentorakid.org or call (615) 329-9191.



OTHER WAYS YOU CAN HELP BIG BROTHERS BIG SISTERS

There are several additional ways you can help support Middle Tennessee's children by investing in mentoring.

- Donate to Big Brothers Big Sisters auctions
- Buy an advertisement in the Franklin Wine Festival program
- Host volunteer outings
- Donate monetarily... ask us how
- Host presentation lunches for Big Brothers Big Sisters
- Become a fund raiser for Big Brothers Big Sisters
- Link your website to Big Brothers Big Sisters website
- Let Big Brothers Big Sisters present to your employees about becoming a "Big"
- Post a Big Brothers Big Sisters poster in your restaurant

Thanks for helping vulnerable kids beat the odds!



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Franklin Wine Festival
benefiting
Big Brothers Big Sisters

October 22, 2010
The Factory at Franklin

2010 Chairperson
Sandy Draper,
Wirtgen America

Restaurant Chair
Jordan Waldron,
First Bank

Big Brothers Big Sisters
of Middle Tennessee
1704 Charlotte Ave., #130
Nashville, TN 37203
(615) 522-5659

sarah.beatty@bbbs.org

franklinwinefestival.com

RESTAURANT/FOOD EXHIBITOR PARTICIPATION FORM

We are honored to have you as a Restaurant Exhibitor
in the upcoming Franklin Wine Festival.

There is no charge to be a restaurant sponsor of the event; however,
the enclosed form must be signed and completed for your restaurant to
be included in the program and publicity.

EVENT: GRAND TASTING SILENT AUCTION

EVENT CONTACT: _____

GENERAL MANAGER: _____

COMPANY: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____

WEBSITE: _____

DISHES YOU WILL BE SERVING _____

ITEM PRESENTED FOR AUCTION (optional): _____

VALUE OF SILENT AUCTION ITEM: _____

TOTAL DONATION VALUE: _____

DONATION COMPLIMENTS OF: _____

(Please print as you would like listed on all collateral)

WILL YOU REQUIRE ELECTRICITY AT YOUR TABLE? _____

EVENT VOLUNTEERS AT YOUR TABLE? _____ Number? _____

Please email a jpg file of your company logo to Sarah Beatty at

sarah.beatty@bbbs.org with this form. Please consult the attached information packet
for participation details. Your support is greatly appreciated. Donations are tax deductible to
the extent allowed by law. Specific details of this agreement may be outlined separately.
This form is for informational purposes only.

SIGNATURE: _____

DATE: _____

If you have any questions about these guidelines, please contact Jordan Waldron at (615)
438-7392 or jwaldron@firstbankonline.com.

Please return completed form to:

Sarah Beatty

Big Brothers Big Sisters of Middle Tennessee
1704 Charlotte Avenue, Suite 130
Nashville, TN 37203
615.522-5659 • 615.321-5913 fax