

CORPORATE SPONSORSHIP 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 in 2009 and 2008.

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 or by calling 615.522-5659. 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

| SPONSORSHIP DETAILS | | | | | | |
|--|----------------|-------------------|--------------|------------------|----------------|-----------------|
| | Title \$25K | Platinum \$10K | Gold \$5K | Silver \$2.5K | Bronze \$1K | Patron \$500 |
| Company identified as Title Sponsor on all materials and in actual event name | ✓ | | | | | |
| Opportunity for pre-event Patrons Party | ✓ | | | | | |
| Sponsorship of "Safe Rides Home" for attendees | ✓ | | | | | |
| Exclusive product representation throughout event | ✓ | | | | | |
| Industry exclusivity | ✓ | | | | | |
| Grand Tasting event on-site marketing opportunities, table and tablecloth provided by FWF | ✓ | ✓ | ✓ | | | |
| Underwriting sponsorship of one FWF auxiliary event (Select One): Volunteer Appreciation Area Vintner's Dinner A Vintner's Dinner B Vintner's Dinner C | | ✓ | | | | |
| Program Guide Cover Ad (Color) | ✓ | | | | | |
| Program Guide Full Page Ad (B&W) | | ✓ | | | | |
| Program Guide ½ Page Ad (B&W) | | | ✓ | | | |
| Program Guide ¼ Page Ad (B&W) | | | | ✓ | | |
| Program guide logo representation | | | | | ✓ | |
| Program guide name listing | | | | | | ✓ |
| Vintner's Dinner Tickets * | 6 | 4 | 4 | 2 | | |
| Grand Tasting VIP Credentials | 20 | 10 | 6 | | | |
| Grand Tasting Admission Passes | | | | 4 | 4 | 2 |
| Grand Tasting Signage Representation on Event Banner | ✓ | ✓ | ✓ | ✓ | ✓ | |
| On-site employee Lunch and Learn conducted by Big Brothers Big Sisters at your place of business | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Reciprocal website logo links on www.franklinwinefestival.com | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

*Please note: There are multiple Vintner's Dinners held in conjunction with the Franklin Wine Festival, and the dinner associated with each sponsorship level varies.

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.



I. ADVERTISING RATES

Camera-ready advertisement must be submitted in **PDF, JPEG, or TIF**. Rates for camera-ready advertisements are:

- ◆ Full page ad: \$1,000
- ◆ Half page ad: \$500
- ◆ Quarter page ad: \$250

II. DEADLINE FOR SUBMISSIONS

- To be included in program guide, materials must be received no later than Sept 10, 2010.

III. SPECIFICATIONS FOR SUBMITTING CAMERA-READY ADVERTISEMENTS

All camera-ready advertisements, whether color or black and white:

- ✓ File must be submitted on CD or DVD. (Please identify the organization on the CD, and include a contact name and number on the front.)
- ✓ Ads submitted in electronic format may be mailed to:
Sarah Beatty, Big Brothers Big Sisters of Middle Tennessee
1704 Charlotte Avenue, Suite 130
Nashville, TN 37203
- ✓ Electronic files (PDF, JPEG, TIF) should be saved at 300 dpi to ensure highest quality.
- ✓ Photographs submitted in electronic format should be scanned at no less than 300 dpi.
- ✓ Include a hard copy of advertisement to insure proper placement.
- ✓ No bleeds outside live area.
- ✓ Page sizes are (live area):
 - Full page: 5" x 8"
 - Half page: 5" x 3.875"
 - Quarter page: 5" x 1.8125"

Please Note: To insure accuracy, please label the back of all hard copy photographs submitted. Please do not write on photographs. *Any photographs to be returned must include a self-addressed, stamped envelope. Otherwise, return of photographs cannot be guaranteed.*

Questions? Feel free to contact Sponsorship Chair Andrea Smith at 615.495-9015 or andrea.m.smith@bankofamerica.com.

Big Brothers Big Sisters of Middle TN ▪ 1704 Charlotte Ave., Suite 130 ▪ Nashville, TN 37203
franklinwinefestival.com ▪ 615.329-9191 ▪ 615.321-5913 fax ▪ sarah.beatty@bbbs.org

FRANKLIN WINE FESTIVAL SPONSOR DONATION FORM (Please print legibly)

CONTACT: _____

COMPANY: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: (_____) _____ FAX: (_____) _____

EMAIL: _____

Who is the company's contact for admission passes and guest names?

Name Telephone Email

Who is the company's contact for advertisements?

Name Telephone Email

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SPONSORSHIP LEVELS

AD LEVELS

- | | | | |
|-----------------------------------|----------|---|---------|
| <input type="checkbox"/> Title | \$25,000 | <input type="checkbox"/> Ad Only – Full Page | \$1,000 |
| <input type="checkbox"/> Platinum | \$10,000 | <input type="checkbox"/> Ad Only – Half Page | \$ 500 |
| <input type="checkbox"/> Gold | \$ 5,000 | <input type="checkbox"/> Ad Only – Quarter Page | \$ 250 |
| <input type="checkbox"/> Silver | \$ 2,500 | | |
| <input type="checkbox"/> Bronze | \$ 1,000 | | |
| <input type="checkbox"/> Patron | \$ 500 | | |

ITEM PRESENTED FOR AUCTION (optional): _____

VALUE OF SILENT AUCTION ITEM (optional): _____

COMPLIMENTS OF: _____

(Please print as you would like listed on auction materials and bid sheets)

ADVERTISERS

Is your advertisement camera ready? yes no

Name of electronic file _____

If no, please attach a sketch of the type of layout you would like, including any photographs that are clearly labeled.

Please ensure that all names, addresses, telephone numbers, email and website addresses are accurate.

Please forward electronic files to address below.

Your support is greatly appreciated. Donations are tax deductible to the extent allowed by law.

Please bill me. Payment enclosed.

SPONSOR SIGNATURE: _____ DATE: _____