



The 13th Annual
MILWAUKEE WINE OPENER
to benefit the Cystic Fibrosis Foundation

Friday, February 3, 2017

Hilton Milwaukee City Center
509 W. Wisconsin Avenue
Milwaukee, WI 53203

WINE. FOOD. FUN.





THE 13TH ANNUAL MILWAUKEE WINE OPENER

The Wine Opener is a national wine tasting series to benefit the Cystic Fibrosis Foundation. *The Milwaukee Wine Opener* will be held February 3, 2017 at the Hilton Milwaukee City Center.

Now in its 13th year, *The Milwaukee Wine Opener* is the premier wine-tasting event, featuring approximately 75 domestic and international wines hand selected by the sommeliers at Johnson Brothers of Wisconsin. The evening also features festive tasting stations exhibiting Milwaukee's finest and most popular restaurants.

This unforgettable tasting experience offers a fun yet relaxing evening of fine wines, delicious food, fabulous silent auction, live music and much more!

Restaurant vendors over time include: Bartolotta Restaurant Group, Black Sheep, Blue's Egg, The Capital Grille, Carini's La Conca D'Oro, Charro, Coast, Cold Spoons Gelato, Devon Seafood + Steak, Eat Cake!, Elliot's Bistro, Envoy, Haute Taco, Heaven City, Hectors Mexican Restaurant, Hi Hat & Garage, Indulgence Chocolatiers, Joey Buona's, Juniper 61, Karma, Kil@wat, Louise's, Maggiano's, Martita's Mixers, Mason Street Grill, Maxie's Southern Comfort, Miller Time Pub & Grill, Milwaukee Ale House, Milwaukee Chophouse, Molly Cool's, Pizza Man MKE, Purple Door Ice Cream, Revere's Tavern, Roots Restaurant, Safe House, Sazama's Fine Catering, Simma's Bakery, Stone Fire Pizza Company, The Melting Pot, The Wicked Hop, Trinity Three Irish Pubs, Transfer Pizzeria, Umami Moto, Vagabond, Venturi's Market, VIA Downer, Water Street Brewery, West Allis Cheese and Sausage Shoppe, Zilli Hospitality Group.

EVENT EXPOSURE AND BENEFITS

The Milwaukee Wine Opener is a relaxed, yet lively, evening with approximately 500 expected guests. The event appeals to wine novices looking for a casual and fun environment to taste wines, wine connoisseurs looking to expand their palate, and young professionals looking to sample Milwaukee's restaurant offerings with friends and co-workers during a night on the town.

As a sponsor, your company has the opportunity to directly interact with guests, wineries, and restaurateurs. Your company will be introduced to more than 10,000 Foundation supporters, and you will be associated with an event that is advertised throughout the Milwaukee market. Involvement builds brand awareness, helps you promote goodwill and public relations, and develops positive community and employee relations.

**By supporting 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.**



Presenting Sponsorship

\$7,500 (\$6,700 is tax-deductible)

Recognition Benefits:

- Exclusive title naming of the event. Event will be promoted as:
The Milwaukee Wine Opener
Presented by Your Company
- Your company's name and logo will be featured prominently on the following promotional materials: invitations, posters, event e-blasts, tickets, event programs (includes a full-page acknowledgement), and table tents (displayed by participating restaurants and retailers at their discretion).
- The Cystic Fibrosis Foundation will acknowledge your company as Presenting Sponsor of *The Milwaukee Wine Opener* in media opportunities.
- Your company name and logo will be featured as *The Milwaukee Wine Opener* Presenting Sponsor on the Wisconsin Chapter's Web page.
- Signage displayed prominently at the event (signage provided by sponsor).
- The right to display, to include one eight-foot 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.
- Your company will receive twenty (20) RESERVE tickets to the event. These tickets entitle guests to tastings offered to all ticket holders, as well as select, exclusive selections chosen specially for sponsor guests. Guests will also enjoy a RESERVE expedited check-in, and special gift.
- Your company will receive reserved seating for guests at the event, upon request.
- 2017 commemorative tasting glasses for all of your guests.

Note: This opportunity entitles your company to a one-year commitment with a first right of renewal for next year's event.



Reserve Sponsorship

\$5,000 (\$4,200 is tax-deductible)

Recognition Benefits:

- Your company's name and logo will be included in event marketing collateral: invitations, event e-blasts, tickets, and event programs (includes a full-page acknowledgement).
- The Cystic Fibrosis Foundation will acknowledge your company as the RESERVE sponsor of The Milwaukee Wine Opener in promotional and media opportunities.
- Signage displayed at the event (signage provided by sponsor).
- Right to display, to include one eight-foot 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.
- Your company will receive twenty (20) RESERVE tickets to the event. These tickets entitle guests to tastings offered to all ticket holders, as well as select, exclusive selections chosen specially for sponsor guests. Guests will also enjoy a RESERVE expedited check-in, and special gift.
- Your company will receive reserved seating for guests at the event, upon request.
- 2017 commemorative tasting glasses for all of your guests.
- Your company will have the opportunity to use The Milwaukee Wine Opener logo on event-related communications for 90 days prior to the event (with CFF approval).

Note: This opportunity entitles your company to a one-year commitment.



Auction Area Sponsorship

\$3,500 (\$3,100 is tax-deductible)

Recognition Benefits:

- Your company logo will appear on each silent auction description board and each silent auction bid sheet used in *The Milwaukee Wine Opener* silent auction (approximately 100 items).
- Your company name and logo will be included in event marketing collateral: invitations and event program (includes full-page acknowledgement).
- The Cystic Fibrosis Foundation will list your company as *The Milwaukee Wine Opener* sponsor in event press releases.
- Signage displayed at the event (signage provided by sponsor).
- Your company will receive ten (10) RESERVE tickets to the event. These tickets entitle guests to tastings offered to all ticket holders, as well as select, exclusive selections chosen specially for sponsor guests. Guests will also enjoy a RESERVE expedited check-in, and special gift.
- Your company will receive reserved seating for ten (10) at the event, upon request.
- 2017 commemorative tasting glasses for all of your guests.
- Your company will have the opportunity to use *The Milwaukee Wine Opener* logo on event-related communications for 90 days prior to the event (with CFF approval).

Note: This opportunity entitles your company to a one-year commitment.



Champagne Sponsorship

\$2,000 (\$1,600 is tax-deductible)

Recognition Benefits:

- Your company name and logo will be included in event marketing collateral: invitations, event e-blasts and event programs (includes full-page acknowledgement in event program).
- Signage displayed at the event (signage provided by sponsor).
- Your company will receive ten (10) RESERVE tickets to the event. These tickets entitle guests to tastings offered to all ticket holders, as well as select, exclusive selections chosen specially for sponsor guests. Guests will also enjoy a RESERVE expedited check-in, and special gift.
- Your company will receive reserved seating for ten (10) at the event, upon request.
- 2017 commemorative tasting glasses for all of your guests.

Note: This opportunity entitles your company to a one-year commitment.



Red Sponsor

\$1,000 (\$760 tax-deductible)

- Six (6) RESERVE tickets to the event. These tickets entitle guests to tastings offered to all ticket holders, as well as select, exclusive selections chosen specially for sponsor guests. Guests will also enjoy a RESERVE expedited check-in, and special gift.
- 2017 commemorative tasting glasses for all of your guests.
- Your company name and logo will be included in event marketing collateral: invitations, event e-blasts, and event programs.
- Full-page acknowledgement in event program.

White Sponsor

\$500 (\$340 tax-deductible)

- Four (4) RESERVE tickets to the event. These tickets entitle guests to tastings offered to all ticket holders, as well as select, exclusive selections chosen specially for sponsor guests. Guests will also enjoy a RESERVE expedited check-in, and special gift.
- 2017 commemorative tasting glasses for all of your guests.
- Your company name and logo will be included in event marketing collateral: invitations, event e-blasts, and event program.
- Half-page acknowledgement in event program.

Blush Sponsor

\$250 (\$170 tax-deductible)

- Two (2) RESERVE tickets to the event. These tickets entitle guests to tastings offered to all ticket holders, as well as select, exclusive selections chosen specially for sponsor guests. Guests will also enjoy a RESERVE expedited check-in, and special gift.
- 2017 commemorative tasting glasses for all of your guests.
- Your company name and logo will be included in the event program with a half page acknowledgement.



Individual VIP Event Ticket

\$100 (\$60 tax deductible)

- Includes tastings offered to all ticket holders, as well as select, exclusive wine and food selections chosen specially for our VIP guests.
- Includes VIP expedited check-in.
- Includes a special gift.
- Includes a 2017 commemorative tasting glass.

Individual Event Ticket Pricing

- ❖ \$70 (\$44 tax deductible) before January 13, 2017
- ❖ \$80 (\$54 tax deductible) before February 3, 2017
- ❖ \$90 (\$64 tax deductible) at the door / on February 3, 2017
- All guests will receive a 2017 commemorative tasting glass.



2017 Milwaukee Wine Opener

Sponsorship Commitment Form (Please RSVP by December 1, 2016)

CONTACT INFORMATION:

Name: _____

Organization: _____

Address: _____ City, State, Zip _____

Telephone: _____ Email: _____

Contact Person: _____

Sponsorship Level: _____

I am unable to attend, but enclosed is my tax deductible contribution of \$ _____

PAYMENT INFORMATION:

I paid online at www.WineOpenerMKE.com (click "Buy Tickets" button for sponsorship or tickets)

Enclosed is my check, made payable to the Cystic Fibrosis Foundation

Send me an invoice

Please bill my credit card Amount to charge: \$ _____

Account number: _____ Expiration date: _____

Name as it appears on card: _____

Signature of card holder: _____

(This signature authorizes the Cystic Fibrosis Foundation to charge the credit card number above, the stated and agreed upon amount.)

(The credit card information on this form will be securely destroyed immediately after processing.)

Please mail, fax or email this form along with payment to:

Cystic Fibrosis Foundation / Attn: Wine Opener

20875 Crossroads Circle, Suite #350

Waukesha, WI 53186

Email: LWells@cff.org / Phone: 262-798-2060 / Fax: 262-798-2065

For more information or with questions, contact Lola Wells: (262) 798-2060 or lwells@cff.org



IMPORTANT NOTE ON ATTENDANCE AT FOUNDATION EVENTS: To reduce the risk of getting and spreading germs at CF Foundation-sponsored events, we ask that everyone follow basic best practices by regularly cleaning your hands with soap and water or with an alcohol-based hand gel, covering your cough or sneeze with a tissue or your inner elbow and maintaining a safe 6-foot distance from anyone with a cold or infection. Medical evidence shows that germs may spread among people with CF through direct and indirect contact, as well as through droplets that travel short distances when a person coughs or sneezes. These germs can lead to worsening symptoms and speed decline in lung function. To further help reduce the risk of cross-infection, the Foundation's attendance policy recommends inviting only one person with CF to an indoor Foundation-sponsored event at a specific time.

The Cystic Fibrosis Foundation has unrestricted financial reserves of about 13 times its budgeted annual expenses, following a one-time royalty sale in 2014. These funds, along with the public's continuing support, are needed to help accelerate our efforts to pursue a lifelong cure for this fatal disease, develop lifesaving new therapies and help all people with CF live full, productive lives. To request a copy of our Strategic Plan, email info@cff.org or call 800 FIGHT-CF.