

Winefest ^{No.} 24

A TOAST TO CHILDREN'S HEALTH

An event to benefit children's health research, education,
and care at University of Minnesota Masonic Hospital.



MAY 10-11, 2019

AT THE DEPOT IN MINNEAPOLIS

thewinefest.org



University of Minnesota
Masonic Children's Hospital

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A TOAST TO CHILDREN'S HEALTH



WE INVITE YOU to become a sponsor of WineFest No. 24—A Toast to Children's Health, the most prestigious charity food and wine event in the Midwest. Celebrating its 24th year, WineFest—A Toast to Children's Health has raised over \$16 million in support of children's health research, education, and care at University of Minnesota Masonic Children's Hospital.

As a sponsor of WineFest No. 24, you will have the unique opportunity to market your company to our affluent audience of corporate and community leaders, and children's health supporters. Last year, nearly 1,800 guests enjoyed WineFest weekend activities, including sumptuous food and wine tastings, exclusive auctions, and exciting entertainment.

As our partner, you will be able to host your top clients and employees at the festivities, receive remarkable brand exposure and significant benefits, and align your organization with a worthy cause—improving the health and happiness of children everywhere.

THE FESTIVITIES

Join us for **WINEFEST No. 24—A TOAST TO CHILDREN'S HEALTH**

Wine Symposium and Grand Tasting • Friday, May 10, 2019

Begin the weekend at the Wine Symposium presented by Minnesota Monthly. An Educational panel led by our WineFest Honorary Winemasters will allow guests to sample premier and specialty wines. Our Winemasters will talk about their wineries, growing practices in their region, and what makes their wine so enjoyable. The spectacular Grand Tasting follows, featuring signature menu selections from top restaurants and more than 400 wines for sampling. Attended last year by more than 1,200 guests, this evening provides wine sponsors with powerful and meaningful exposure to rising and established business professionals and restaurateurs.

Special Reserve Reception and Fine Wine Dinner • Saturday, May 11, 2019

Start this incredible evening with an exclusive tasting featuring your select wines and the opportunity to socialize with WineFest sponsors, business and community leaders, and VIPs. After this private reception, patrons enjoy the Fine Wine Dinner, which begins with a sparkling reception and silent auction. Dinner features a multi-course gourmet menu with premier wine pairings from Honorary Winemasters, a live auction, and dancing. Approximately 700 guests—leaders of the Twin Cities corporate and philanthropic community—attend the evening's festivities. They are gourmet food connoisseurs, fine wine lovers, and world travelers.

WineFest No.24—A Toast to Children’s Health is a meaningful community investment, and a wise business investment. Not only will you champion cures and treatments for childhood disease, you will also participate in a successfully proven food and wine event with an established following of prominent business and social leaders. As a participant of WineFest, you will take advantage of stellar brand exposure in the media and at the event. WineFest receives excellent coverage in national and local media outlets, including full-length articles and on-air produced pieces.

NOTABLE EXPOSURE INCLUDES

- Online: WineFest No. 24—A Toast to Children’s Health, University of Minnesota Foundation, and University of Minnesota Masonic Children’s Hospital websites
- Social Media: Twitter and Facebook
- Print Promotion: Invitation, Children’s Health Newsletter, *Giving Matters*
- Media: Minnesota Monthly and the Star Tribune
- Radio: iHeartMedia, WCCO, myTalk 107
- Billboards: Over 40 Clear Channel Outdoor billboards in the Twin Cities metro
- All participating WineFest retail outlets and restaurants



THE CAUSE

WineFest No. 24—A Toast to Children’s Health supports the internationally renowned University of Minnesota Department of Pediatrics and University of Minnesota Masonic Children’s Hospital where physician-researchers develop and deliver innovative treatments and cures for childhood diseases.

Specifically, WineFest proceeds provide:

- Financial support for breakthrough pediatric research
- Seed funding to launch the research careers of promising investigators
- Money to purchase vital research equipment

Our physician-scientists and pediatric specialists are global leaders in children’s health research, education, and care. We accelerate breakthrough discoveries to treat and cure childhood disease:

- University of Minnesota Masonic Children’s Hospital ranks among the best in the country in many specialty areas according to U.S. News & World Report.
- The University of Minnesota Department of Pediatrics consistently ranks in the top 10 in securing funding from the National Institutes of Health (NIH).

University of Minnesota Masonic Children’s Hospital, the oldest children’s hospital in the state, not only delivers the latest innovations in pediatric medicine, we also create them:

We are home to a number of pioneering “firsts,” including:

- the world’s first open-heart surgery in a child, pediatric bone marrow transplant, and kidney biopsy in children
- the first bone marrow and cord-blood transplant to treat a devastating—usually fatal—skin disease
- a trailblazing technique for transplanting kidneys in infants
- the invention of a lung-clearing vest for children with cystic fibrosis
- the development of a vaccine for Lyme Disease

THE PARTNERS

WineFest No. 24—A Toast to Children’s Health is committed to fostering relationships with partners who want to ensure a healthy and productive future for the world’s children. WineFest thanks our past supporters for their generous support and understanding of the importance of pediatric research and care.

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