THE PARTNERS

WineFest No. 25—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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Abbott Downing
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Schubiz Family Foundation
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UNIVERSITY OF MINNESOTA MASONIC CHILDREN’S HOSPITAL
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UNIVERSITY OF MINNESOTA MASONIC CHILDREN’S HOSPITAL
We invite you to become a sponsor of WineFest No. 25—A Toast to Children’s Health, the most prestigious charity food and wine event in the Midwest. Celebrating its 25th year, WineFest—A Toast to Children’s Health has raised more than $17 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. 25, 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. 25—A TOAST TO CHILDREN’S HEALTH

SommTalk and Grand Tasting • Friday, July 30, 2021

Begin the weekend at SommTalk by sampling hand-selected wines by DLynn Proctor—star of Netflix documentary, Somm Talk and Grand Tasting calendar and then spread the word to friends—the Grand Tasting is one party you don’t want to miss. Take your pick of discussions how to taste, smell, and experience notes of wine from a professional perspective. Draw a big circle on your elbows with our winemakers, bid generously on unique silent auction items, and learn a bit more about the amazing pediatric care offered at University of Minnesota Masonic Children’s Hospital. Finally, kick off your shoes for the Grape Stomp After-Party—one again sponsored by the Blythe Branden-Mann Foundation with Rock With U as the live band.

Special Reserve Reception and Fine Wine Dinner • Saturday, July 31, 2021

Start this incredible evening with an exclusive tasting featuring 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.

Specifi cally, 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 Cause

WineFest No. 25—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.

Notable Exposure Includes

• Online: WineFest No. 25—A Toast to Children’s Health, University of Minnesota Foundation, and University of Minnesota Masonic Children’s Hospital websites
• Social Media: Instagram 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

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.

Giving Matters

WineFest No. 25—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.

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# Winefest No. 25 — A Toast to Children’s Health

**Renaissance Minneapolis Hotel, The Depot • July 24 and 25, 2020**

## Sponsor Benefits

| Feature                                      | Presenting $50,000 | $38,560 tax-deductible | Fine Wine $25,000 | $17,360 tax-deductible | Grand Tasting $25,000 | $17,360 tax-deductible | Vintage $25,000 | $17,360 tax-deductible | Valet $15,000 | $11,080 tax-deductible | Grape Stomp After-Party $5,000 | $3,848 tax-deductible | Grand Cru $5,000 | $3,848 tax-deductible | Special Reserve Reception $5,000 | $3,848 tax-deductible | Premier Cru $10,000 | $7,698 tax-deductible | Sparkling Reception $7,900 | $5,995 tax-deductible | Wine Goblet $2,500 | $1,870 tax-deductible |
|----------------------------------------------|-------------------|------------------------|-------------------|------------------------|-----------------------|------------------------|------------------|------------------------|-----------------|------------------------|-----------------------------|------------------------|------------------|------------------------|-----------------------------|------------------------|------------------|------------------------|
| Featured Company logo or name in print materials/publicity for event | LOGO              | LOGO                   | LOGO              | LOGO                   | LOGO                  | LOGO                   | LOGO             | LOGO                   | LOGO             | LOGO                   | LOGO                         | LISTED                | LISTED           | LISTED                | LISTED                      | LISTED                | LISTED           |
| Company logo or name in online publicity for event | YES               | YES                    | YES               | YES                    | YES                   | YES                    | YES              | YES                    | YES             | YES                    | YES                          | YES                   | YES              | YES                    | YES                          | YES                   | YES              |
| Signage for Fine Wine Dinner                 | LOGO              | LOGO                   | LOGO              | LOGO                   | LOGO                  | LOGO                   | LOGO             | LOGO                   | LOGO             | LOGO                   | LOGO                         | LISTED                | LISTED           |
| Company logo on billboards                   | LOGO              | LOGO                   | LOGO              | LOGO                   | LOGO                  | LOGO                   | LOGO             | LOGO                   | LOGO             | LOGO                   | LOGO                         | LOGO                   | LISTED |
| Verbal recognition as sponsor                | YES               | YES                    | YES               | YES                    | YES                   | YES                    | YES              | YES                    | YES             | YES                    | YES                          | YES                   | YES              |
| Audiovisual recognition as sponsor           | LOGO              | LOGO                   | LOGO              | LOGO                   | LOGO                  | LOGO                   | LOGO             | LOGO                   | LOGO             | LOGO                   | LOGO                         | LISTED                | LISTED           |
| Premier seating at Fine Wine Dinner (tables of 10) | 3                 | 2                      | 2                 | 2                      | 1                     | 1                      | 1                | 1                      | 1               | 1                      | 1                            | 1                     | 1                |
| Special Reserve Reception tickets            | 20                | 20                     | 20                | 20                     | 10                    | 10                     | 10               | 10                     | 6               | 4                      | 4                            | 4                     | 4                |
| Grand Tasting tickets                        | 40                | 20                     | 20                | 20                     | 10                    | 10                     | 10               | 10                     | 6               | 4                      | 4                            | 4                     | 4                |
| SommTalk                                     | 20                | 10                     | 10                | 10                     | 6                     | 6                      | 6                | 6                      | 4               | 2                      | 2                            | 2                     | 2                |
| Invitation to VIP festivities                | YES               | YES                    | YES               | YES                    | YES                   | YES                    | YES              | YES                    | YES             | YES                    | YES                          | YES                   | YES              |
| University of Minnesota Masonic Children’s Hospital private tour and reception | 20 ATTENDEES      | 20 ATTENDEES           | 20 ATTENDEES      | 20 ATTENDEES           | 20 ATTENDEES          | 20 ATTENDEES          | 20 ATTENDEES    | 20 ATTENDEES           | 10 ATTENDEES | 10 ATTENDEES           | 10 ATTENDEES                 | YES                   | YES              |
| Private wine dinner with a sommelier         | 10 CLIENTS OR EMPLOYEES |                       |                   |                        |                       |                       |                   |                        |                  |                       |                               |                       |                   |
| Plaque recognition for multi-year donor commitment | 2 YEAR           | 4 YEAR                 |                   |                        |                       |                       |                   |                        |                  |                       |                               |                       |                   |
| Digital recognition on hospital donor wall   | YES               | YES                    | YES               | YES                    | YES                   | YES                    | YES              | YES                    | YES             | YES                    | YES                          | YES                   | YES              |

**Total Impressions:**

<table>
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<th></th>
<th>Presenting</th>
<th>Fine Wine</th>
<th>Grand Tasting</th>
<th>Vintage</th>
<th>Valet</th>
<th>Grape Stomp After-Party</th>
<th>Grand Cru</th>
<th>Special Reserve Reception</th>
<th>Premier Cru</th>
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<td>8,000</td>
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</table>
We agree to make a generous gift to support WineFest No. 25 at the level indicated below:

- **PRESENTING** $50,000 ($38,560 Tax-Deductible)
- **FINE WINE DINNER** $25,000 (17,360 Tax-Deductible)
- **GRAND TASTING** $25,000 (17,360 Tax-Deductible)
- **VINTAGE** $25,000 (17,360 Tax-Deductible)
- **VALET** $15,000 (11,080 Tax-Deductible)
- **GRAPE STOMP AFTER PARTY** $15,000 (11,080 Tax-Deductible)
- **GRAND CRU** $15,000 (11,080 Tax-Deductible)
- **SPECIAL RESERVE RECEPTION** $15,000 (11,080 Tax-Deductible)
- **PREMIER CRU** $10,000 ($6,868 Tax-Deductible)
- **SPARKLING RECEPTION** $7,500 (5,102 Tax-Deductible)
- **WINE GLASS** $7,500 (5,102 Tax-Deductible)
- **SWAG BAG** $7,500 (5,102 Tax-Deductible)
- **WINE PLINKO** $7,500 (5,102 Tax-Deductible)

**SPONSORSHIP INFORMATION**

Company, Family or Foundation Name: (as to appear in marketing materials)

__________________________________________  Email Address: ________________________________

Primary Contact Name: __________________________  Cell Phone Number: ________________________

Phone Number: ________________________________  Address: ______________________________________

**PAYMENT INFORMATION**

__ Check Enclosed. (Please make payable to the University of Minnesota Foundation)

Circle One:  Visa  Mastercard  American Express

Card Number: ____________________________  Expiration Date: ________________

Signature: __________________________________________

Please complete this form by Tuesday, June 1, 2021

For questions and completed forms, please contact Emily Katsuma at 612-626-7946 or katsu013@umn.edu