

THE PARTNERS

WineFest No. 25.2 – 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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(formerly St. Jude Medical)

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RTP Company

Rubicon Mortgage Advisors

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Target

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Xcel Energy

WineFest^{No.} 25.2

A TOAST TO CHILDREN’S HEALTH

An event to benefit children’s health research, education,
and care at M Health Fairview Masonic Children’s Hospital.

May 13 - 14, 2022

RENAISSANCE MINNEAPOLIS HOTEL, THE DEPOT

thewinefest.org

M HEALTH FAIRVIEW MASONIC CHILDREN’S HOSPITAL PHILANTHROPIC BOARD

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MASONIC CHILDREN’S HOSPITAL

WineFest^{No.} 25.2

A TOAST TO CHILDREN'S HEALTH



WE INVITE YOU to become a sponsor of WineFest No. 25.2 – 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 M Health Fairview Masonic Children's Hospital.

As a sponsor of WineFest No. 25.2, 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. 25.2 – A TOAST TO CHILDREN'S HEALTH

Wine Symposium and Grand Tasting v Friday, May 13, 2022

Begin the weekend at the Wine Symposium emceed by DLynn Proctor - star of Netflix documentary, *Somm* and proprietor of Fantestca Estates and Winery along with select superstar Minnesota Sommeliers. This one of a kind panel discusses how to taste, smell, and experience notes of wine from a professional perspective. Draw a big circle on your calendar and then spread the word to friends—the Grand Tasting is one party you don't want to miss. Take your pick of dozens of sample-sized entrées from Twin Cities' hottest restaurants, plus 400 distinctive wines from around the world. Rub elbows with our winemakers, bid generously on unique silent auction items, and learn a bit more about the amazing pediatric care offered at M Health Fairview Masonic Children's Hospital. Finally, kick off your shoes for the Grape Stomp After-Party—once again sponsored by the Blythe Brenden-Mann Foundation with Rock With U as the live band.

Special Reserve Reception and Fine Wine Dinner v Saturday, May 14, 2022

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.

WineFest No. 25.2 – 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. 25.2 – A Toast to Children's Health, University of Minnesota Foundation, and M Health Fairview 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



THE CAUSE

WineFest No. 25.2 – A Toast to Children's Health supports the internationally renowned University of Minnesota Department of Pediatrics and M Health Fairview 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:

- M Health Fairview 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).

M Health Fairview 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

Winefest^{No.} 25.2

A TOAST TO CHILDREN'S HEALTH

SPONSOR BENEFITS

WINEFEST NO. 25.2 –A TOAST TO CHILDREN'S HEALTH
 RENAISSANCE MINNEAPOLIS HOTEL, THE DEPOT

May 13-14, 2022

PRESENTING \$50,000
 \$41,075 tax-deductible

BRUNCH \$25,000
 \$19,080 tax-deductible

FINE WINE DINNER \$25,000
 \$19,080 tax-deductible

VINTAGE \$25,000
 \$19,080 tax-deductible

GRAND TASTING \$25,000
 \$11,040 tax-deductible

GRAND CRU \$15,000
 \$1,600 tax-deductible

SPECIAL RESERVE RECEPTION \$15,000
 \$7,140 tax-deductible

PREMIER CRU \$10,000
 \$7,140 tax-deductible

WINE GLASS \$7,500
 \$5,010 tax-deductible

	PRESENTING \$50,000	BRUNCH \$25,000	FINE WINE DINNER \$25,000	VINTAGE \$25,000	GRAND TASTING \$25,000	GRAND CRU \$15,000	SPECIAL RESERVE RECEPTION \$15,000	PREMIER CRU \$10,000	WINE GLASS \$7,500
Featured Company Logo or Name in Print Materials/Publicity for Event	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LISTED
Company Logo or Name in Online Publicity for Event	YES	YES	YES	YES	YES	YES	YES	YES	LISTED
Signage for Fine Wine Dinner	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LISTED
Company Logo on Billboards	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LISTED
Verbal Recognition as Sponsor	YES	YES	YES	YES	YES	YES	YES		
Audiovisual Recognition as Sponsor	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	
Premier seating at Fine Wine Dinner (tables of 6)	3	2	2	2	1	1	1	1	1
Special Reserve Reception Tickets	30	20	20	20	20	10	10	10	10
Grand Tasting Tickets	15	12	12	12	12	10	6	6	4
Saturday Morning Brunch Tickets	12	6	6	6	6	4	2	2	
Wine Symposium Tickets	15	12	12	12	12	10	6	6	4
Invitation to VIP Festivities	YES	YES	YES	YES	YES	YES	YES	YES	
Plaque Recognition for Multi-year Donor Commitment	2 YEAR								
Digital Recognition on Hospital Donor Wall	YES	YES	YES	YES	YES	YES	YES	YES	YES

Total Impressions 10,804,040 10,802,540 10,802,540 10,802,540 10,802,540 10,802,540 10,802,540 1,290,730 8,000



UNIVERSITY OF MINNESOTA
 MASONIC CHILDREN'S HOSPITAL

*Benefits and tax-deductibility are subject to change based on CDC, University of Minnesota, and Foundation guidelines.



SPONSORSHIP COMMITMENT FORM
Supporting Children's Health at M Health Fairview Masonic Children's Hospital

We agree to make a generous gift to support WineFest No. 25.2 at the level indicated below:

<input type="checkbox"/> PRESENTING	\$50,000
<input type="checkbox"/> BRUNCH	\$25,000
<input type="checkbox"/> FINE WINE DINNER	\$25,000
<input type="checkbox"/> VINTAGE	\$25,000
<input type="checkbox"/> GRAND TASTING	\$25,000
<input type="checkbox"/> GRAND CRU	\$15,000
<input type="checkbox"/> SPECIAL RESERVE RECEPTION	\$15,000
<input type="checkbox"/> PREMIER CRU	\$10,000
<input type="checkbox"/> WINE GLASS	\$7,500
<input type="checkbox"/> TABLE SPONSOR	\$5,000

SPONSORSHIP INFORMATION

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

Primary Contact Name: _____ Email Address: _____

Phone Number: _____ Cell 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 Friday, April 22, 2022

For questions and completed forms, please contact Nick Engbloom at engbloom@umn.edu