

THE PARTNERS

WineFest No. 27—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.

| | | |
|---------------------------------------|-------------------------------|-------------------------------|
| Abbott (formerly St. Jude) | Heuer Fischer, P.A. | Paustis Wine Co. |
| Alfred & Ingrid Lenz Harrison | Huntington Bank | Pediatric Home Services, Inc. |
| Annette & Brian Call | Jaguar Land Rover Minneapolis | Pete & Lisa Janzen |
| Anthony Ostlund Baer & Louwagie, P.A. | Jester Concepts | Punch & Associates Investment |
| Astellas Pharma US, Inc. | JoAnne Pastel | RTP Company |
| Bernstein Global Wealth Management | Land O'Lakes | Robins Kaplan LLP |
| BioScrip | Leonard Street & Deinard | Rubicon Mortgage Advisors |
| Blythe Brenden-Mann Foundation | Lindquist & Vennum | Schulze Family Foundation |
| Boston Scientific | Lockton | Taft Law |
| Cafe Latte | Love Your Melon | Target |
| CarVal Investors | Marshall & Ilsley Corporation | Teresa and Ron Sit |
| Celebrity Cruises | Matt & Maria Hemsley | The Emotional Investor |
| Churchill Capital | Minnesota Vikings | The Stable |
| Ciresi & Conlin | Minnesota Wild | The Wine Company |
| Clear Channel Outdoor | Mpls/St. Paul Magazine | Tres by Cafe Latte |
| Concord USA | Northland Securities, Inc. | UBS Financial Services, Inc. |
| Craig & Robin Dahl | Nuveen Investments | US Bank |
| Dove's Action | Omni Bridgeway | Valentini Law, P.A. |
| Downing (formerly Lowry Hill) | OPUS | Validus Consulting |
| Dave & Kristen Kowalski | Old National Bank | Vantage Law |
| Dr. Cathy Bendel & Joe Nuñez | Oregon Wine Board | Washington State Wine |
| Dr. Brenda Weigel & Ross Bartels | Pilgrim Dry Cleaners | Wells Fargo |
| Ergodyne Corporation | POPP Communications | Xcel Energy |
| Fish & Richardson, P.C. | Page Knudsen Cowles | |
| Franck & Katina Gougeon | | |

WINEFEST ADVISORY COMMITTEE

Thanks to the expertise and generous guidance of the unparalleled committee, WineFest is able to offer exquisite wine, one-of-a-kind auction lots, and unique travel opportunities that help make it a nationally recognized wine charity event.

CO-CHAIRS CommitteeMembers

| | | | | |
|---------------------|---------------------|------------------|--------------------|-------------------|
| Meka Morris | Tracy Bachul | Noah Hemstad | Jolae Maly | Joe Toohey |
| Martin Nance | Laura Bantel-Fisher | Peter Herlofsky | Sheila Manahan | Kodi Verhalen |
| | Ross Bartels | James Heuer | Jeffery Manderfeld | Tim Verhalen |
| | Cathy Bendel | Shannon Horsager | Lee Monskey | Peter Vorbrich |
| | Blythe Brenden | Lisa Janzen | Kelly Morlock | Mary Sue Vorbrich |
| | Sara Brown | Pete Janzen | Bob Patrow | Amy Waller |
| | Paul Campbell | Zandra Jezior | Bill Paustis | |
| | Dan Daul | Carrie Judich | Bianca Peterka | |
| | Marion Dauner | Saurabh Kathuria | Bryce Quinn | |
| | Luke Derheim | Lee Kitzenberg | Natalie Quinn | |
| | Jason DeRusha | Andrew Kohler | Dale Roberts | |
| | Alfred Fish | Max Kurman | Tom Ryan | |
| | Jamie Flaws | Steven Larsen | Jonathan Schulze | |
| | Cari Focht | Jessica Lenz | Anthony Sellman | |
| | Chris Foster | Derek Lindquist | Luke Shimp | |
| | Andrea Harris | Paul Lorenzen | Parker Tinsley | |
| | Scott Harris | Troy Lund | | |

WineFest^{No.} 27

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 10-11, 2024

RENAISSANCE MINNEAPOLIS HOTEL, THE DEPOT

thewinefest.org



WineFest No. 27

A TOAST TO CHILDREN'S HEALTH



WineFest No. 27 Co-Chairs
Martin Nance and Meka Morris

WE INVITE YOU

to become a sponsor of WineFest No. 27—A Toast to Children's Health, the most prestigious food and wine charity event in the Midwest. Since its inception in 1995, WineFest—A Toast to Children's Health has raised more than \$23 million in support of groundbreaking pediatric research, education, and care at M Health Fairview Masonic Children's Hospital. As a sponsor of WineFest No. 27, 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 an always worthy-cause -- improving the health and wellbeing of children everywhere.

THE FESTIVITIES

JOIN US FOR WINEFEST NO. 27—A TOAST TO CHILDREN'S HEALTH

LUXE LUNCH AND GRAND TASTING | FRIDAY, MAY 10

Begin the weekend at **Luxe Lunch** by enjoying an exquisite tasting menu complemented by wines from Honorary Winemasters. Jason DeRusha (WCCO radio host and local food critic) will emcee with participation from select superstar Minnesota sommeliers. DLynn Proctor (star of the Netflix documentary *Somm* and Wine Director of Fantesca Estate and Winery) will be a roaming correspondent in the audience.

The **Grand Tasting** is one party you don't want to miss. Take your pick of dozens of signature selections from the Twin Cities' hottest restaurants, plus 400 distinctive wines from around the world. Rub elbows with our Honorary Winemasters, bid generously on unique auction lots, and learn more about the groundbreaking research and care offered at M Health Fairview Masonic Children's Hospital. Finally, kick off your shoes for the **Grape Stomp After-Party**.

BIRDS & BUBBLES, SPECIAL RESERVE RECEPTION AND FINE WINE DINNER | SATURDAY, MAY 11

The early bird gets the biscuits – and the bubbles! Begin the day at **Birds & Bubbles** on Brunch Boulevard where you don't have to wait until Sunday dinner for fried chicken. This festive morning will feature a decadent brunch, lively program, spirited auction, specialty beverages, and more.

Begin Saturday night at the **Special Reserve Reception** with an exclusive tasting featuring reserve wines from our Honorary Winemasters and the opportunity to socialize with other WineFest sponsors, corporate executives, and VIPs.

After this private reception, patrons enjoy the **Fine Wine Dinner**, which starts with a sparkling reception. This exquisite 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 food connoisseurs, fine wine lovers, and world travelers.

WineFest - A Toast to Children's Health is a meaningful community event and a wise business investment. Not only will you champion cures and treatments for childhood diseases, you will also participate in a successfully proven culinary experience 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.

PAST NOTEABLE EXPOSURE INCLUDES

- Social Media: Twitter, Facebook, and Instagram
- Print Promotion: Invitation, Children's Health Newsletter, *Giving Matters*
- Media: Minnesota Monthly and Star Tribune
- Radio: iHeartMedia, WCCO, myTalk107
- Billboards: Over 40 Clear Channel Outdoor billboards in the Twin Cities metro
- All participating WineFest retail outlets and restaurants



THE CAUSE

WineFest No. 27—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 has been consecutively ranked among the best in the country in many specialty areas according to U.S. News & World Report for 16 years in a row
- 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:

- 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

Winefest No. 27

A TOAST TO CHILDREN'S HEALTH

SPONSOR BENEFITS

WINEFEST NO. 27 — A TOAST TO CHILDREN'S HEALTH
 RENAISSANCE MINNEAPOLIS HOTEL, THE DEPOT
 MAY 10-11, 2024



| | PRESENTING \$50,000 | FINE WINE DINNER \$25,000 | GRAND TASTING \$25,000 | LUXE LUNCH \$15,000 | BIRDS & BUBBLES \$15,000 | SPECIAL RESERVE RECEPTION \$15,000 | GRAND CRU \$15,000 | PREMIER CRU \$10,000 |
|---|------------------------|---------------------------------|------------------------------|------------------------|--------------------------------|--|-----------------------|----------------------------|
| <i>Featured Company Logo or Name in Print Materials/Publicity for Event</i> | LOGO | LOGO | LOGO | LOGO | LOGO | LOGO | LOGO | LOGO |
| <i>Company Logo or Name in Online Publicity for Event</i> | YES | YES | YES | YES | YES | YES | YES | |
| <i>Signage for Fine Wine Dinner</i> | LOGO | LOGO | LOGO | LOGO | LOGO | LOGO | LOGO | LISTED |
| <i>Company Logo on Billboards</i> | LOGO | LOGO | LOGO | LOGO | LOGO | LOGO | LOGO | |
| <i>Verbal Recognition as Sponsor</i> | YES | YES | YES | YES | YES | YES | YES | |
| <i>Audiovisual Recognition as Sponsor</i> | LOGO | LOGO | LOGO | LOGO | LOGO | LOGO | LOGO | |
| <i>Premier seating at Fine Wine Dinner (table of 10)</i> | 3 | 2 | 2 | 1 | 1 | 1 | 1 | 1 |
| <i>Special Reserve Reception Tickets</i> | 30 | 20 | 20 | 10 | 10 | 10 | 10 | 10 |
| <i>Grand Tasting Tickets</i> | 15 | 12 | 12 | 10 | 10 | 10 | 10 | 4 |
| <i>Birds & Bubbles Tickets</i> | 12 | 6 | 6 | 4 | 4 | 4 | 4 | 2 |
| <i>Luxe Lunch Tickets</i> | 16 | 8 | 8 | 8 | 4 | 4 | 4 | 4 |
| <i>Invitation to VIP Festivities</i> | YES | YES | YES | YES | YES | YES | YES | |
| <i>Plaque Recognition for Multi- year Donor Commitment</i> | 2 YEAR | | | | | | | |
| <i>Digital Recognition on Hospital Donor Wall</i> | 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 | 1,290,730 | 8,000 |

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