



*Sip Fine Wines
Savor Great Cuisine*

Presented By



**Hosted By
Tennessee Occupational Health, Inc.**

**Friday, October 7, 2011
6:30-9:30 PM
Volunteer Landing, Knoxville
Benefiting**



Wine on the Water is an evening of tasting great wine and wonderful food on the Volunteer Landing waterfront. This 8th Annual Wine and Food Tasting event to benefit the Cystic Fibrosis Foundation will be held Friday, October 7, 2011 from 6:30-9:30PM. **Wine on the Water** is a casual and fun evening for over the age of 21!

SIP GREAT WINES poured by international and domestic wineries. **SAVOR GREAT CUISINE** presented at festive tasting stations, where the area's hottest chefs prepare their specialties just for you. Along with delicious food and wine pairings, guests are treated to lively entertainment.

Wine on the Water is an excellent marketing vehicle for a sponsor targeting a mass, consumer-based audience with buying power. Sponsor involvement builds brand awareness, helps you promote goodwill and public relations, gives you the opportunity to create unique cause-related marketing campaigns, and develops positive community and employee relations, ultimately driving more traffic into your local establishments. In fact, two-thirds of Americans report a greater trust in companies that support social issues and would be likely to switch brands or retailers to one associated with a good cause, when price and quality are equal.

How Your Sponsorship Dollars Are Spent

The Cystic Fibrosis Foundation is one of the most efficient voluntary health organizations of its kind. Our efficiency factor (fund-raising and management expense as a percentage of revenue) is a very respectable 8.9 cents on the dollar. This translates into 91.1 cents of every revenue dollar being available for investment in CF research, care, and medical programs, education and community services.

We Need You

Every day, approximately three babies are born with CF in this country; and every day at least one person with CF dies. Your help is urgently needed to ensure that the rapid pace of CF research continues. The cost of this research escalates, as sophisticated, new technology must be developed to save precious lives. The Foundation remains the sole catalyst for raising funds to facilitate the scientific process of finding the answers parents with CF children need. Many of the brightest minds in the world are engaged in this research effort, and your generosity as a sponsor is helping give children and young adults with CF the quality of life and future they deserve.

Cystic Fibrosis Facts

- Cystic Fibrosis is a chronic, progressive and life-threatening genetic disease that affects the lungs and digestive systems of approximately 30,000 children and adults in the United States.
- Approximately 10 million Americans are symptom less carriers of the defective gene responsible for the disease.
- Cystic Fibrosis occurs in one of every 3,500 births and about 1,000 new cases of cystic fibrosis are diagnosed each year.
- Cystic fibrosis significantly impairs respiratory and digestive functions, making the simple acts of eating and breathing a challenge.
- The median predicted age of survival is 37 years of age. There currently is no cure for cystic fibrosis.

Cystic Fibrosis Foundation
Tennessee Chapter, Knoxville Office
5401 Kingston Pike, Suite 230
Knoxville, Tennessee 37919
(865) 583-0355

2011 Wine on the Water Sponsorship Levels

Champagne \$7,500

(Tax Deductible Amount: \$6,875)

Recognition Benefits

Recognized as the **Exclusive Title Sponsor**

Company name and logo placed on wine tasting glasses

Company name and logo featured on all promotional, collateral and media materials

Opportunity to display company banner and signage at the event (banner/signage provided by sponsor)

Space provided at the event for sponsor to distribute material or samples at the event

Participation Benefits

25 tickets to the event

Opportunity to have a company representative on the event committee

Port \$5,000

(Tax Deductible Amount: \$4,500)

Recognition Benefits

Company name and logo featured on all promotional, collateral and media materials

Opportunity to display company banner and signage at the event (banner/signage provided by sponsor)

Space provided at the event for sponsor to distribute material or samples at the event

Participation Benefits

20 tickets to the event

Opportunity to have a company representative on the event committee

Chardonnay \$2,500

(Tax Deductible Amount: \$2,200)

Recognition Benefits

Company name and logo featured on all promotional, collateral and media materials

Opportunity to display company banner and signage at the event (banner/signage provided by sponsor)

Space provided at the event for sponsor to distribute material or samples at the event

Participation Benefits

12 tickets to the event

Zinfandel \$1,500

(Tax Deductible Amount: \$1250)

Recognition Benefits

Opportunity to display company banner and signage at the event (banner/signage provided by sponsor)

Space provided at the event for sponsor to distribute material or samples at the event

Participation Benefits

10 tickets to the event

Merlot \$750

(Tax Deductible Amount: \$550)

Recognition Benefits

Opportunity to display company banner and signage at the event (banner/signage provided by sponsor)

Space provided at the event for sponsor to distribute material or samples at the event

Participation Benefits

8 tickets to the event

Wine on the Water Sponsorship Levels



- Champagne \$7,500
(Tax Deductible \$6,875)
- Port \$5,000
(Tax Deductible \$4,500)
- Chardonnay \$2,500
(Tax Deductible \$2,200)
- Zinfandel \$1,500
(Tax Deductible \$1,250)
- Merlot \$750
(Tax Deductible \$550)

Mail Form and Payment To:
Cystic Fibrosis Foundation
5401 Kingston Pike, Suite 230
Knoxville, TN 37919

Questions: (865) 583-0355

I'm unable to attend, enclosed is my tax deductible donation of \$_____

Contact Information

Person or Organization (as it should appear in printed materials)

Contact Name

Address

City

State

Zip

Phone

Email

Method of Payment

- Enclosed is my check payable to the Cystic Fibrosis Foundation
- Please send me an invoice
- Please charge my credit card: Visa Mastercard American Express Discover

Account Number

Expiration Date

Name As It Appears On Card

Card Holder's Signature
