



**Sip Fine Wines  
Savor Great Cuisine**

**Presented By**



**Hosted By**

**Dr. William K. Salmons, DDS**

**Friday, October 2, 2009**

**6:30-9:30 PM**

**Volunteer Landing, Knoxville**

**Benefiting**



# Wine on the Water

*Wine on the Water* is an evening of tasting great wine and wonderful food on the Volunteer Landing waterfront. This sixth year wine and food tasting event to benefit the Cystic Fibrosis Foundation will be held Friday, October 2, 2009 from 6:30-9:30PM. *Wine on the Water* will be a relaxed, yet lively, evening featuring wineries, Knoxville's best restaurants and live music. The cost is \$50 per person for a full taste ticket which covers admission as well as all wine and food tasting.

From wine novices to advanced wine enthusiasts, *Wine on the Water* is a casual and fun evening for all experience levels! **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 will be treated to lively entertainment.

## **Demographics**

*Wine on the Water* is hosted by the Knoxville office of the Cystic Fibrosis Foundation and presented by local sponsors. The attendance draw is mostly 20, 30, and 40 something young professionals but the event is open and advertised to everyone age 21 and older. Expected attendance is 1,500.

## **Event Exposure**

The event appeals to wine novices and connoisseurs looking for a casual and fun environment to taste wines and local foods, as well as to young professionals looking for an inexpensive night on the town with friends and co-workers.

*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.

## **New For Sponsors**

To say thank you for your support, a Sponsors Only reception will be held from 6-7PM at Volunteer Landing prior to serving the general public at the event. The vendors will be asked to set up by 6PM giving your guests and you a time to sample the wines and foods without waiting.

*Partner with a results-driven organization...*  
**The Cystic Fibrosis Foundation**

**HOW YOUR 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 dollar raised being available for investment in CF research, care, and medical programs, education and community services through:

- A network of multidisciplinary research and gene therapy centers at major universities across the United States;
- Research grants for top investigators; fellowships for basic research and clinical research;
- A nationwide network of 117 specialty care centers dedicated to treating CF.

**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 we need. Many of the brightest minds in the world are engaged in this research effort, and the generosity of sponsors and donors has helped to support these efforts and put the cure within our grasp. Your support is more important now than ever before. With your help we can give children and young adults with CF the quality of life and future they deserve.



**8.9%**



On average, only 8.9% of the CF Foundation's revenue is spent on fundraising and administrative expenses.

## What Is Cystic Fibrosis?

Cystic Fibrosis, or CF as it is commonly called, is a disease caused by an inherited genetic defect. As such it is not contagious and there is no risk of “catching” CF from another person with CF. About 1 in 20 people in the United States carry at least one defective gene, which makes it the most common genetic defect of its severity in the United States.

For many years the causes of cystic fibrosis were a mystery. Today, recent advances in genetics have made the cause more clear. Humans have a gene encoded in their DNA, which manufactures a special protein called CFTR. This protein controls the flow of chloride ions across the cell membrane. Each gene is made up of two alleles; a single correctly encoded allele is adequate for normal CFTR production. Thus it is only when a person has two defective CFTR alleles that they actually have CF. Those with a single defective allele are called carriers.



People with CF suffer from chronic lung problems and digestive disorders. The lungs of people with CF become covered with sticky mucus, which is hard to remove and promotes infection by bacteria. Many people with CF require frequent hospitalizations and continuous use of antibiotics, enzyme supplements and other medications. The life expectancy of people with CF used to be very short; 30 years ago the median life expectancy was about 8 years. Today, thanks to medical advances, the median life expectancy is in the mid 30s and increasing.

CF used to be known as a children’s disease, but as medical advances increase the life expectancy of people with cystic fibrosis, there are a new set of problems--- going to college, getting a job, finding health insurance, building permanent relationships--- all while keeping up the physical therapy and medications.

For more information on cystic fibrosis and the Cystic Fibrosis Foundation, please call (865) 588-0355 or visit our website at [www.cff.org](http://www.cff.org)

# Champagne Sponsor **(SOLD)** \$7,500 (\$6,750 is Tax Deductible)

As the Official Premiere Champagne Sponsor of the *Wine on the Water*, company will receive the following benefits:

- Exclusive Title Sponsor status
- Company name and logo featured prominently on all promotional and collateral materials including:
  - Posters
  - Tickets
  - On wine glasses
  - Various website listings – Cystic Fibrosis Foundation, WineontheWater.com, B97.5 website
  - Statewide event newsletters
  - Banner across Neyland Drive
- The Cystic Fibrosis Foundation will promote company as Title Sponsor of *Wine on the Water* in all possible press releases and media opportunities including:
  - Press Releases
  - Public Service Announcements
  - Radio & TV Promotions – Minimum of 42 promotional announcements start Sept. 15 on B97.5
  - Print advertisements
- Opportunity to prominently display company banners and signage at the event (signage provided by sponsor)
- Exhibitor space provided at the event to distribute collateral material and/or samples to more than 1500 guests
- Company name/logo placed onto keepsake tasting glasses
- Thirty (30) event tickets
- Company will have the opportunity to hold a raffle or gain interested guests information throughout the event to get potential new customers
- Company has the opportunity to have a company representative join the planning committee and become an integral part of *Wine on the Water*
- Company will have the opportunity to use the Cystic Fibrosis Foundation logo on external and internal communications and for cross marketing purposes

As the Official Title Sponsor of *Wine on the Water* you agree to pay \$7,500. Your company will have first right of renewal for the next year. This sponsorship opportunity is a one-year partnership for the 2009 *Wine on the Water* event.

# Port Sponsor

**\$5,000 (\$4,375 is Tax Deductible)**

As a Port Sponsor of *Wine on the Water*, company will receive the following benefits:

- Host Sponsor status (**1 sold/1 available**) for *Wine on the Water*
- Company name and logo featured prominently on all promotional and collateral materials including:
  - Posters
  - Tickets
  - Various website listings
  - Statewide event newsletters
  - Banner across Neyland Drive
- The Cystic Fibrosis Foundation will promote company as Host Sponsor of *Wine on the Water* in all possible press releases and media opportunities including:
  - Press Releases
  - Public Service Announcements
  - Radio & TV Promotions (including live on-air interviews and promotions)
  - Print advertisements
- Opportunity to prominently display company banners and signage at the event (signage provided by sponsor)
- Exhibitor space provided at the event to distribute collateral material and/or samples to more than 1000 guests
- Twenty (25) event tickets
- Company will have the opportunity to hold a raffle or gain interested guests information throughout the event to get potential new customers
- Company has the opportunity to have a company representative join the planning committee and become an integral part of *Wine on the Water*
- Company will have the opportunity to use the Cystic Fibrosis Foundation logo on external and internal communications and for cross marketing purposes

As a Port Sponsor of *Wine on the Water* you agree to pay \$5,000. Your company will have first right of renewal for the next year. This sponsorship opportunity is a one-year partnership for the 2009 Wine on the Water event.

# Cabernet Sponsor

**\$3,500 (\$3,000 is Tax Deductible)**

As a Cabernet Sponsor of *Wine on the Water*, company will receive the following benefits:

- Presenting Sponsor status (3 Available) for *Wine On the Water*
- Company name and logo featured prominently on all promotional and collateral materials including:
  - Posters
  - Tickets
  - Various website listings
  - Statewide Event Newsletters
  - Banner across Neyland Drive
- The Cystic Fibrosis Foundation will promote company as Premiere Sponsor of *Wine on the Water* in all possible press releases and media opportunities including:
  - Press Releases
  - Public Service Announcements
  - Radio & TV Promotions (including live on-air interviews and promotions)
  - Print advertisements
- Opportunity to display company banners and signage at the event (signage to be provided by company)
- Exhibitor space provided at the event to distribute collateral material and/or samples to more than 1000 guests
- Twenty (20) tickets to event
- Company will have the opportunity to use the Cystic Fibrosis Foundation logo on external and internal communications and for cross marketing purposes

As a Cabernet Sponsor of *Wine on the Water* you agree to pay \$3,500. This sponsorship opportunity is a one-year partnership for the 2009 Wine on the Water event.

## **Chardonnay Sponsor**

**\$2,500 (\$2,100 is Tax Deductible)**

As a Chardonnay Sponsor of *Wine on the Water*, company will receive the following benefits:

- Company name and logo featured prominently on all promotional and collateral materials including:
  - Posters
  - Tickets
  - Various website listings
  - Statewide Event Newsletters
- The Cystic Fibrosis Foundation will promote company as Premiere Sponsor of *Wine on the Water* in all possible press releases and media opportunities including:
  - Press Releases
  - Public Service Announcements
  - Print Advertisements
- Opportunity to display company banners and signage at the event (signage to be provided by company)
- Opportunity to distribute collateral material and/or samples to more than 1000 guests
- Sixteen (16) tickets to event
- Company will have the opportunity to use the Cystic Fibrosis Foundation logo on external and internal communications and for cross marketing purposes

As a Chardonnay Sponsor of *Wine on the Water* you agree to pay \$2,000. This sponsorship opportunity is a one-year partnership for the 2009 Wine on the Water event.

## **Merlot Sponsor**

**\$750 (\$500 is Tax Deductible)**

As a Merlot Sponsor of *Wine on the Water*, company will receive the following benefits:

- Opportunity to display company banners and signage at the event (signage to be provided by company)
- Opportunity to distribute collateral material and/or samples to more than 1000 guests
- Ten (10) tickets to event
- Company will have the opportunity to use the Cystic Fibrosis Foundation logo on external and internal communications and for cross marketing purposes

As a Merlot Sponsor of *Wine on the Water* you agree to pay \$750. This sponsorship opportunity is a one-year partnership for the 2009 Wine on the Water event.

# Wine on the Water

Friday, October 2, 2009  
Volunteer Landing  
Sponsorship Information Form

Name (as you would like it to be listed): \_\_\_\_\_

Sponsorship Level:

**SOLD** Champagne - \$7,500 (\$6,750 is Tax Deductible)

Port - \$5,000 (\$4,375 is Tax Deductible)

Cabernet - \$3,500 (\$3,000 is Tax Deductible)

Chardonnay - \$2,500 (\$2,100 is Tax Deductible)

Merlot - \$750 (\$500 is Tax Deductible)

I am unable to participate as a sponsor, but please accept my donation of \$ \_\_\_\_\_.

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## CONTACT INFO

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

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## METHOD OF PAYMENT:

Check      Amount: \_\_\_\_\_

VISA       MasterCard       AMEX       Discover

Card # \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_

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Please return to:  
Wine on the Water  
5401 Kingston Pike, Suite 230  
Knoxville, TN 37919

Phone: 865.583.0355  
Fax: 865.588.9699  
E-mail: bjenkins@cff.org

