



THE FLORIDA STATE UNIVERSITY  
DEDMAN SCHOOL OF HOSPITALITY



What: North Florida Wine and Food Festival

When: September 12, 2010

Location: University Center Club, FSU

Dear Sponsors,

We are excited to announce that the 2010 North Florida Wine and Food Festival will be bigger and better than last year continuing on the tradition to help benefit the Dedman School of Hospitality at Florida State University. We are expecting over 1,000 attendees at the 2<sup>nd</sup> annual Grand Tasting, held at the University Center Club, and open to all wine and food lovers.

The Grand Tasting will be held on Sunday, September 12<sup>th</sup>, from 5-8 p.m. in the beautiful ballroom at the University Center Club. Over 300 wines of the world will be featured for you to sample accompanied by wonderfully prepared food items presented by 30 of the region's most popular restaurants. This noble effort will provide much needed funds for the School to continue its great work in our field.

Now we need your support! As a way to thank our sponsors we have created five "blends" of recognition for generous support and dedication to our cause:

Cabernet Sauvignon Class – Any support given in excess of \$10,000

Merlot Class – Any support given in the amount of \$5,000-\$9,999

Malbec Class – Any support given in the amount of \$1,000-\$4,999

Cabernet Franc Class – Any support given in the amount of \$500-\$999

Petit Verdot Class- Any support given in the amount up to \$499

For more information you may contact:

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Advertising will appear in our market place beginning in June. Two weeks prior to the event, heavy advertising will appear in. Examples of exposure include:

1. Clear Channel; Two hundred (200) placements of 30 second and 15 second radio spots on 8 different FM stations
2. WCTV; Twenty (20) 15 second advertisements
3. NBC Channel 40; Sixty (60) 15 second spots
4. Dedicated website; [www.winefoodfest.com](http://www.winefoodfest.com)
5. Advertisements in the Tallahassee Democrat recognizing sponsors (using sponsor logo's)
6. Recognition of sponsors in all festival program literature, flyers, posters, banners, announcements, etc.

A complete spreadsheet of benefits for each level of giving has been provided for you.