



UNITED WAY MIAMI
WINE & FOOD
 FESTIVAL

Be a part of South Florida's premier charity wine and food festival.

We invite you to sponsor South Florida's first and foremost charity wine and food event, **the 17th annual United Way Miami Wine & Food Festival, April 18 – 21, 2012**, at Mary Brickell Village, Village of Merrick Park and the Fontainebleau Miami Beach.

Becoming a sponsor of the Festival is an ideal way for you to support our community while being a part of a spectacular event that will enhance your marketing and networking opportunities. And, by supporting United Way of Miami-Dade, you are helping to improve education, financial stability and health in our South Florida community – the building blocks for a good life.

For more information, please contact:
 Hannah Greaux
 United Way of Miami-Dade
 (305) 646-7111 or
greauxh@unitedwaymiami.org

Good food. Good wine. Good will.
www.miamiwinefestival.org

All proceeds to benefit



The Ansin Building
 3250 Southwest Third Avenue
 Miami, Florida 33129-2712
 (305) 860-3000
www.unitedwaymiami.org





UNITED WAY MIAMI
WINE & FOOD
F E S T I V A L

Festival Events

April 18 – 21, 2012

The 17th annual United Way Miami Wine & Food Festival brings together wine, beer, spirits and food lovers for a four-day festival that kicks off with a Best in Glass Month, top sommeliers, notable chefs, prestigious wineries and winemakers, breweries and impressive auction lots. Celebrating 17 years, the Festival benefits United Way of Miami-Dade, supporting programs in our community that are focused on improving education, financial stability and health – the building blocks for a good life.

Wednesday, April 18

Brews & Bites *Craft Beer Tasting*

From stouts to pilsners and pale ales, guests will embark on a delicious discovery that will show-case the best brews and food around!

Mary Brickell Village

6 – 6:45 pm VIP Tasting
7 – 9 pm General admission

\$75 per person VIP admission
\$55 per person General admission
\$40 per United Way Young Leader

Thursday, April 19

Taste & Toast *Fine Wine Tasting*

This outdoor fine wine tasting is a tasty tour around the world featuring 60+ wineries as well as treats from some of Miami's top dining spots.

Village of Merrick Park

6 – 6:45 pm VIP tasting
7 – 9 pm General admission

\$150 per person VIP admission
\$75 per person general admission
\$65 per United Way Young Leader

Friday, April 20

Food, Friends & Fun *Interactive Dinner*

This dinner is the ultimate good time for foodies where tables will team up to cook their own dinner under the tutelage of a celebrity chef and mix their own cocktails with the help of a mixologist.

Fontainebleau Miami Beach

6:30 pm Cocktail reception and silent auction
7:30 pm Interactive Dinner

\$400 per person
\$3,200 per table of eight

Saturday, April 21

Cellar-bration *Good Food and Award-winning Wines*

Award-winning wines and a melt-in-your-mouth meal are the perfect accompaniments to lively bidding on stunning live and silent auction lots. Sample award-winning wines featured from the Festival's Best in Glass Wine Challenge.

Fontainebleau Miami Beach

6:30 pm Champagne reception and silent auction
7:30 pm Dinner and live auction

\$250 per person
\$2,500 per table of 10

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Vintner

\$50,000

Publicity / marketing benefits

- Listing as sponsor in invitation emails to 50,000 + recipients, including local and national media, and United Way of Miami-Dade contributors
- Recognition and logo as sponsor on the United Way Miami Wine & Food Festival website, including a hyperlink bringing our visitors, your potential customers, directly to your website; Festival website currently generates 99,000 views
- Recognition as sponsor and logo inclusion in Festival-related social media, including Festival Facebook page, Twitter and other outlets; Festival social media currently attracts 3,000 followers
- Two-page advertisement in the Miami Wine & Food Festival program book
- Inclusion in a series of Festival-related press releases directed to local and national media
- Recognition as sponsor in event advertising, which may include advertisements in The Miami Herald, Yelp, Miami New Times and other publications
- Recognition as sponsor and logo displayed on event signage and projection screens throughout the weekend
- Opportunity to have logo printed on appropriate Festival materials (napkins, tasting trays and glasses, etc.)
- Opportunity to have a display table/booth at sponsored event

Networking / business development benefits

- 10 VIP tickets to Wednesday's Brews & Bites – Craft Beer Tasting
- 30 general admission tickets to Wednesday's Brews & Bites – Craft Beer Tasting
- 10 VIP tickets to Thursday's Taste & Toast – Fine Wine Tasting
- 30 general admission tickets to Thursday's Taste & Toast – Fine Wine Tasting
- Two tables of eight at Friday's Food, Friends & Fun – Interactive Dinner
- Two tables of 10 at Saturday's Cellar-bration – Good Food and Award-winning Wines

Host Benefits

- Exclusive VIP suite at the Fontainebleau Miami Beach for Friday and Saturday evenings
- Invitation for two to VIP sponsor reception during Festival weekend
- Invitation for four to VIP Festival afterparty on Friday or Saturday night during Festival weekend
- Invitation for two to attend all year-round Festival-related events, including the Best in Glass Wine Challenge, and others featuring local celebrity chefs, fine wines and spirits
- Exclusive hotel rate at the Fontainebleau Miami Beach during Festival weekend, as well as special rates on hotel services provided throughout the weekend

Deadline for sponsor recognition in invitation is Tuesday, February 21, 2012.
Deadline for sponsor recognition in auction catalog is Friday, March 23, 2012.

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Sommelier

\$25,000

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- Recognition as sponsor and logo inclusion in Festival-related social media, including Festival Facebook page, Twitter and other outlets; Festival social media currently attracts 3,000 followers
- Full-page advertisement in the Miami Wine & Food Festival program book
- Inclusion in a series of Festival-related press releases directed to local and national media
- Recognition as sponsor in event advertising, which may include advertisements in The Miami Herald, Yelp, Miami New Times and other publications
- Recognition as sponsor and logo displayed on event signage and projection screens throughout the weekend
- Opportunity to have a display table/booth at sponsored event

Networking / business development benefits

- Eight VIP tickets to Wednesday's Brews & Bites – Craft Beer Tasting
- 16 general admission tickets to Wednesday's Brews & Bites – Craft Beer Tasting
- Eight VIP tickets to Thursday's Taste & Toast – Fine Wine Tasting
- 16 general admission tickets to Thursday's Taste & Toast – Fine Wine Tasting
- One table of eight at Friday's Food, Friends & Fun – Interactive Dinner
- One table of 10 at Saturday's Cellar-bration – Good Food and Award-winning Wines

Host Benefits

- Invitation for two to VIP sponsor reception during Festival weekend
- Invitation for two to VIP Festival afterparty on Friday or Saturday night during Festival weekend
- Invitation for two to attend all year-round Festival-related events, including the Best in Glass Wine Challenge, and others featuring local celebrity chefs, fine wines and spirits
- Exclusive hotel rate at the Fontainebleau Miami Beach during Festival weekend, as well as special rates on hotel services provided throughout the weekend

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Connoisseur

\$15,000

Publicity / marketing benefits

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- Full-page advertisement in the Miami Wine & Food Festival program book
- Inclusion in a series of Festival-related press releases directed to local and national media
- Recognition as sponsor in event advertising, which may include advertisements in The Miami Herald, Yelp, Miami New Times and other publications
- Recognition as sponsor and logo displayed on event signage and projection screens throughout the weekend
- Opportunity to have a display table/booth at sponsored event

Networking / business development benefits

- Four VIP tickets to Wednesday's Brews & Bites – Craft Beer Tasting
- 10 general admission tickets to Wednesday's Brews & Bites – Craft Beer Tasting
- Four VIP tickets to Thursday's Taste & Toast – Fine Wine Tasting
- 10 general admission tickets to Thursday's Taste & Toast – Fine Wine Tasting
- One table of eight at Friday's Food, Friends & Fun – Interactive Dinner
- One table of 10 at Saturday's Cellar-bration – Good Food and Award-winning Wines

Host Benefits

- Invitation for two to VIP sponsor reception during Festival weekend
- Invitation for two to VIP Festival afterparty on Friday or Saturday night during Festival weekend
- Exclusive hotel rate at the Fontainebleau Miami Beach during Festival weekend, as well as special rates on hotel services provided throughout the weekend

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Cooper

\$10,000

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- Recognition as sponsor and logo displayed on event signage and projection screens throughout the weekend
- Opportunity to have a display table/booth at sponsored event

Networking / business development benefits

- Two VIP tickets to Wednesday's Brews & Bites – Craft Beer Tasting
- Six general admission tickets to Wednesday's Brews & Bites – Craft Beer Tasting
- Two VIP tickets to Thursday's Taste & Toast – Fine Wine Tasting
- Six general admission tickets to Thursday's Taste & Toast – Fine Wine Tasting
- One table of eight at Friday's Food, Friends & Fun – Interactive Dinner
- One table of 10 at Saturday's Cellar-bration – Good Food and Award-winning Wines

Host Benefits

- Invitation for two to VIP sponsor reception during Festival weekend
- Invitation for two to VIP Festival afterparty on Friday or Saturday night during Festival weekend
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