

RESTAURANT EXHIBITOR INFORMATION

Cool Springs Wines & Spirits
presents the 2009



Supported by

NISSAN

To Benefit Big Brothers Big Sisters

October 2, 2009
The Factory at Franklin

2009 Chairperson
Sandy Draper, Wirtgen America



Big Brothers Big Sisters
of Middle Tennessee



The fifth annual Franklin Wine Festival—a celebration of wine and cuisine—is open to the public and features over 300 wines for tastings and culinary offerings from many of Middle Tennessee's finest restaurants.

Big Brothers Big Sisters of Middle TN ▪ 1704 Charlotte Ave., Suite 130 ▪ Nashville, TN 37203
franklinwinefestival.com ▪ 615.329-9191 ▪ 615.321-5913 fax ▪ dale.monjar@bbbs.org

Join us for 2009 as we celebrate our fifth annual rendition of this first class event benefiting the children of Big Brothers Big Sisters. The Franklin Wine Festival is proud to have been named a 2008 "Sizzle Award" winner by the readers of Franklins.com and Southern Exposure magazine.

VINTNER'S DINNERS

High on everyone's list are the Vintner's Dinners that will pair the best cuisine in Middle Tennessee with some of the country's best wines for a one of a kind experience.

Dinners for 2009 will be scheduled late summer – look for updates at franklinwinefestival.com. Previous year's Vintner's Dinners have been held at Fleming's Prime Steakhouse, F. Scott's Restaurant & Jazz Bar, Sofie's Bistro, and Criallos' Bistro & Bar.

GRAND TASTING

A truly "Grand" experience for both foodies and wine connoisseurs alike – this event pairs extensive offerings by Middle Tennessee's finest chefs with selected wines from around the world. Nowhere else will you have the opportunity to sample over 300 wines and outstanding food while enjoying great live entertainment! The Grand Tasting will be Friday evening, October 2, throughout the beautiful Factory at Franklin and Jamison Hall.

Tickets are \$75 each, and will be available at franklinwinefestival.com.

SILENT AUCTION

At the Franklin Wine Festival Silent Auction you will find a diverse selection ranging from hard-to-find wines, gift certificates, and more. The auction is designed to appeal to every taste at every price range, and is held simultaneous with the Grand Tasting event.

ATTENDEE DEMOGRAPHICS

Franklin Wine Festival attendees are from some of the most sought-after demographics anywhere. The majority are from the Middle Tennessee area with a large percentage from Williamson County, but some attendees have traveled from elsewhere in the region to attend this fantastic event.

- Attendees are from ages 21 – 65, the vast majority are between 25-54 years old
- 64.5% of our attendees are college graduates
- 86% are homeowners, and their median home price is \$294,818
- The median income of our attendees is \$62,584, over 70% have an income of \$50,000 or greater

Attendees represent three primary lifestyle clusters: **Boomburbs**, **In Style**, and **Suburban Splendor**.

Boomburbs are the fastest growing group:

- Most likely to own the latest TVs, MP3 players, and other high tech devices
- Family vacations are a top priority

In Style residents are comprised primarily of professional couples:

- Own a diverse portfolio and hold long-term care and life insurance policies
- Enjoy playing golf and domestic travel

Suburban Splendor residents are upwardly mobile, dual income families living life to the fullest:

- Home improvement and remodeling are a main focus, homes feature all the latest amenities
- Travel extensively domestically and overseas – for both business and pleasure

FRANKLIN WINE FESTIVAL RESTAURANTS - FOOD EXHIBITORS

We are honored that your restaurant is considering participating as an exhibitor in the upcoming Franklin Wine Festival. The Grand Tasting event will be held throughout The Factory at Franklin on October 2, 2009. Attendees of previous year's events have spoken very highly of our restaurants and catering professionals and the marvelous dishes they sampled while enjoying over 300 wines of every variety.

Your business will receive amazing exposure to some of the most discriminating consumers in Middle Tennessee, and your name and logo will be tied to our extensive marketing and public relations. And as an added bonus, there is no monetary fee to be a restaurant exhibitor in the festival; however, there are some guidelines we ask all our participating food vendors to follow. If you have any questions, please contact us at (615) 522-5659.

Restaurants are encouraged to donate an auction item to be sold in our silent auction, an additional benefit to you while your future customers have their future dining options at the top of their minds. Naturally, we would also welcome any restaurant partners who wished to additionally sign on as cash corporate sponsors or program advertisers.

EXHIBITOR GUIDELINES

1. Grand Tasting dish(es) must be stated on the participation form. We include descriptions of your offerings in the event program so attendees can highlight their wine and food tasting as they progress about the facility.
2. An 8-foot table, table cloth and signage will be provided.
3. Each restaurant is responsible for providing a minimum of two tasting options, a minimum of one server to work your station, and any necessary plates, bowls, cutlery or napkins. If needed, we can provide event volunteers to help your staff.
4. If you will require electricity it **MUST** be indicated in advance on the donation form.
5. Each restaurant is responsible for its own table decor, serving pieces and equipment.
THE FACTORY DOES NOT PROVIDE KITCHEN FACILITIES OR EQUIPMENT.
6. Menus, brochures and other promotional materials may be displayed. FWF reserves the right for final approval of all promotional material, including additional banners or signage.
7. 900 sample size (2 oz.) tasting portions (450 each dish) are recommended for the Grand Tasting. Servings are expected to last the entire three (3) hours.
8. Each restaurant will receive two complimentary tickets to the Grand Tasting.
9. Two (2) entry badges will be provided to your servers when they check in.
10. Each participating restaurant will receive:
 - Listing on the Franklin Wine Festival web site with a reciprocal link to your web site
 - Listing in event-related media coverage
 - Listing in Grand Tasting event program
11. Logistical information will be sent as the event approaches, including arrival times, directions, etc.
12. Retail sales are prohibited.

Again, thank you for your interest. If you have any additional questions, you may also contact Dale Monjar at Big Brothers Big Sisters of Middle Tennessee, 615.522-5661 and dale.monjar@bbbs.org.

ABOUT BIG BROTHERS BIG SISTERS

The 2009 Franklin Wine Festival is a benefit for Big Brothers Big Sisters of Middle Tennessee, and all funds will be used to serve more children in need with a mentor. In 2008, Big Brothers Big Sisters served over 2,200 Middle Tennessee children. Kids with a mentor are 52% less likely to skip school, 46% less likely to begin using illegal drugs, and 27% less likely to use alcohol.

It takes about \$1,000 to mentor one child for one year. Big Brothers Big Sisters funds go toward the volunteer recruitment, the application and screening process, reference checks, background checks, and supporting the match between the “Big” and “Little.”

To volunteer as a positive adult role model or learn more information about our programs for children, visit mentorakid.org or call (615) 329-9191.

OTHER WAYS YOU CAN HELP BIG BROTHERS BIG SISTERS

There are several additional ways you can help support Middle Tennessee’s children by investing in mentoring.

- Donate to Big Brothers Big Sisters auctions
- Buy an advertisement in the Franklin Wine Festival program
- Let Big Brothers Big Sisters present to your employees about becoming a “Big”
- Donate monetarily... ask us how
- Host presentation lunches for Big Brothers Big Sisters
- Become a fund raiser for Big Brothers Big Sisters
- Link your website to Big Brothers Big Sisters website
- Host volunteer outings
- Post a Big Brothers Big Sisters poster in your restaurant



Thanks for helping change the way kids are growing up in Middle Tennessee!





RESTAURANT/FOOD EXHIBITOR PARTICIPATION FORM

We are honored to have you as a Restaurant Exhibitor
in the upcoming Franklin Wine Festival.

There is no charge to be a restaurant sponsor of the event; however,
the enclosed form must be signed and completed for your restaurant to
be included in the program and publicity.

EVENT: GRAND TASTING SILENT AUCTION

EVENT CONTACT: _____

GENERAL MANAGER: _____

COMPANY: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____

WEBSITE: _____

DISHES YOU WILL BE SERVING _____

ITEM PRESENTED FOR AUCTION (optional): _____

VALUE OF SILENT AUCTION ITEM: _____

TOTAL DONATION VALUE: _____

DONATION COMPLIMENTS OF: _____

(Please print as you would like listed on all collateral)

WILL YOU REQUIRE ELECTRICITY AT YOUR TABLE? _____

EVENT VOLUNTEERS AT YOUR TABLE? _____ Number? _____

Please email a jpg file of your company logo to Dale Monjar at dale.monjar@bbbs.org with this form. Please consult the attached information page for participation details. Your support is greatly appreciated. Donations are tax deductible to the extent allowed by law. Specific details of this agreement may be outlined separately. This form is for informational purposes only.

SIGNATURE: _____

DATE: _____

If you have any questions about these guidelines, please contact us.

Please return completed form to:

Dale Monjar
Big Brothers Big Sisters of Middle Tennessee
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Nashville, TN 37203
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2009 Chairperson
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