

RESTAURANT EXHIBITOR INFORMATION

Cool Springs Wines & Spirits

presents the 2008



Big Brothers Big Sisters of Middle Tennessee

One Vantage Way, Suite C-250 • Nashville, TN 37228 • 615.329-9191
www.mentorakid.org • www.franklinwinefestival.com

WINE AND FOOD TASTING HIGHLIGHT FRANKLIN WINE FESTIVAL



October 24, 2008
The Factory at Franklin

The fourth annual Franklin Wine Festival—a celebration of wine and cuisine—is tentatively scheduled for October 24, 2008 at The Factory at Franklin. The event, which is modeled after the famous New Orleans Wine and Food Experience, is open to the public and features numerous wine and food tastings that are simply second to none.

All proceeds will benefit Big Brothers Big Sisters of Middle Tennessee. The event is hosted by Cool Springs Wines & Spirits.

Our primary components to this fall's wine festival:

EDUCATIONAL SEMINARS

Been curious about how best to pair your favorite wine with a variety of foods? Or maybe you want to learn more about cooking with wine or distinguishing between cigars... a variety of topics will be offered in our educational seminars preceding the festival.

Specific topics and dates for this year are being determined, but watch for more info coming soon.

VINTNER'S DINNERS

High on everyone's list is the Vintner's Dinner that will pair the best cuisine in Middle Tennessee with some of the country's best wines for a one of a kind unique experience. Join us as we drink wines of undeniable class matched with a world class dinner.

Our dates and venues for 2008 are to be determined, but previous year's dinners have been hosted at F. Scott's Restaurant & Jazz Bar in Green Hills, Criallo's Bistro & Bar in Cool Springs, and Red Pony Restaurant in downtown Franklin.

GRAND TASTING

A truly "Grand" experience for both foodies and wine connoisseurs, pairing extensive offerings by Middle Tennessee's finest chefs with selected wines from around the world. Nowhere else will you have the opportunity to sample 300 wines and outstanding food! The Grand Tasting will be a Friday evening in the fall throughout The Factory at Franklin.

SILENT AUCTION

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

ONE DAY ONLY WINE SALE AT COOL SPRINGS WINES & SPIRITS

The day after the festival, all the wines featured at the Franklin Wine Festival will be available at Cool Springs Wines & Spirits for 10% off. That includes allotted, hard-to-find and collectible wines.

Don't miss out on your chance to be a part of the most exciting wine and food tasting in Middle Tennessee. Come learn why everyone is talking about the Franklin Wine Festival!

For more information, contact Sarah Beatty at Big Brothers Big Sisters of Middle Tennessee, 615.522-5659 or sarah.beatty@bbbs.org.



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FRANKLIN WINE FESTIVAL RESTAURANTS

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 24, 2008. 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.

RESTAURANT 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 one event volunteer 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. 1,000 sample size (2 oz.) tasting portions (500 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 FWF 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 Sarah Beatty at Big Brothers Big Sisters of Middle Tennessee, 615.522-5659 and sarah.beatty@bbbs.org.



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RESTAURANT 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

CONTACT: _____

COMPANY: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____

DISHES YOU WILL BE SERVING (*will be printed in program*): _____

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? _____

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:

Sarah Beatty
Big Brothers Big Sisters of Middle Tennessee
One Vantage Way, C250
Nashville, TN 37228
615.522-5659 • 615.321-5913 fax
sarah.beatty@bbbs.org