



The National Ability Center  
Red, White and Snow  
March 11-13, 2010



*Red, White & Snow* is one of the annual fundraisers for the National Ability Center. The event offers a unique opportunity for culinary and wine connoisseurs, vintners and skiers from across the country to mingle in an extraordinary setting. The weekend is made up of private wine tastings, Vintner Dinners ski challenges and culminates with a mountain elegance gala dinner and auction.

### Schedule of Events

#### Thursday, March 11

- Vintner's Favorites – Private Wine Tasting

#### Friday, March 12

- Skiing with the Legends  
Deer Valley Resort
- Vintner Dinners  
Private homes in Salt Lake and Park City

#### Saturday, March 13

- 22nd Annual Ability Ski Challenge  
Park City Mountain Resort
- Gala Dinner & Auction  
Stein Eriksen Lodge

## Red, White and Snow Sponsorship Program



### Title Sponsorship - \$20,000

Benefits include

- Name Recognition
  - *XYX's Red, White & Snow*
  
- Logo Placement
  - Logo will appear on all event collateral, advertisements and presentations
  
- Exclusive Rights
  - Limited to one company or individual
  
- Broadcast Media
  - TV and Radio
  
- Print Media
  - Newspaper and Magazines
  - Print Advertising
  - Newsletter
  
- Electronic
  - Website
  - Email
  - Electronic Newsletters
  
- On-site
  - Sponsor Signage
  - Banner Placement
  - Event program
  - Promotional Displays and give -a- ways
  
- VIP Access
  - 4 tickets to "Vintner's Favorites" wine tasting on 3/11
  - 6 tickets to Skiing with the Legends on 3/12
  - 6 tickets to a Vintner Dinner on 3/12
  - 1 team at the Ability Ski Challenge on 3/13
  - 1 table seating 8 at the Gala Dinner & Auction on 3/13



## Presenting Sponsor - \$15,000

### Benefits include

- Name Recognition
  - *Red, White & Snow presented by XYZ*
  
- Logo Placement
  - Logo will appear on all event collateral, advertisements and presentations
  
- Exclusive Rights
  - Limited to one company or individual
  
- Broadcast Media
  - TV and Radio
  
- Print Media
  - Newspaper and Magazines
  - Print Advertising
  - Newsletter
  
- Electronic
  - Website
  - Email
  - Electronic Newsletters
  
- On-site
  - Sponsor Signage
  - Banner Placement
  - Event program
  - Promotional Displays and give -a- ways
  
- VIP Access
  - 4 tickets to "Vintner's Favorites" wine tasting on 3/11
  - 6 tickets to Skiing with the Legends on 3/12
  - 4 tickets to a Vintner Dinner on 3/12
  - 1 team at the Ability Ski Challenge on 3/13
  - 1 table seating 8 at the Gala Dinner & Auction on 3/13



## Associate Sponsor - \$10,000

### Benefits include

- Name Recognition
- Logo Placement
  - Logo will appear on all event collateral, advertisements and presentations
- Limited Rights
  - Associate Sponsorships are limited to 4 companies
- Broadcast Media
  - TV and Radio
- Print Media
  - Newspaper and Magazines
  - Print Advertising
  - Newsletter
- Electronic
  - Website
  - Email
  - Electronic Newsletters
- On-site
  - Sponsor Signage
  - Banner Placement
  - Event program
  - Promotional Displays and give -a- ways
- VIP Access
  - 2 tickets to "Vintner's Favorites" wine tasting on 3/11
  - 4 tickets to Skiing with the Legends on 3/12
  - 2 tickets to a Vintner Dinner on 3/12
  - 1 team at the Ability Ski Challenge on 3/13
  - 1 table seating 8 at the Gala Dinner & Auction on 3/13



## **Supporter Levels**

### **Chef's Club –**

- 5-Star - \$3,000
  - 4 tickets to any event (sponsor can choose events)
  - Name recognition
- 4-Star - \$1,500
  - 2 tickets to any event
  - Marketing benefits
- 3-Star - \$750
  - Marketing benefits

### **Wine Society –**

- Methuselah (6L) - \$2,500
  - 4 tickets to Wine Tasting
  - Marketing benefits
- Jeroboam (3L) - \$1,000
  - 2 tickets to Wine Tasting
  - Marketing benefits
- Magnum (1.5L) - \$500
  - Marketing benefits

## **Other ways to show support**

### **Program Ad**

- ½ page - \$400
- ¼ page - \$250