

Red, White & Snow

March 8-10, 2012



Thursday, 3/8

- Red, White & Snow Uncorked

Friday, 3/9

- Wine on the Mountain
- Vintner Dinners

Saturday, 3/10

- Gala Dinner & Auction

Red, White & Snow Sponsorship Levels

2012, 2013 and 2014 Title Sponsorship - Multi-Year Commitment: \$75,000 over 3 years

Our goal is to increase event exposure and revenue increase 30% year over year.

- Exclusive Rights – The Title Sponsorship is limited to one (1) company. A multi-year commitment will guarantee your company title sponsorship until 2014 with first right of refusal at the point of renewal.
- Event title name visibility and year-round brand support with event promotion. Title sponsorship name recognition in all public identification of and reference to the event will be made in the following manner:

XYZ's Red, White & Snow

A Culinary, Wine and Ski Festival

- Strategic partnership with the NAC in growth of event, attendees and sponsor organization
- Sponsor detail of benefits can be found on back page

Entertainment package specifics (applies to each year of the event):

- 6 tickets to Library Wine Tasting
- 6 tickets to Wine on the Mountain
- 6 tickets to a Vintner Dinner
- 1 Platinum table seating 8 at the Gala Dinner & Auction (includes highly rated vintner seated at your table)
- 6 tickets for exclusive access to invitation-only Skiing with Legends (Friday) and Buyer's Remorse Brunch (Sunday)
- 8 tickets each to Deer Valley and Park City Mountain Resort during the event weekend for clients or staff

2012 Title Sponsorship - \$30,000

- Exclusive Rights – The Title Sponsorship is limited to one (1) company.
- Event Title Name Visibility and year round brand support with event promotion. Title Sponsorship Name Recognition in all public identification of and reference to the event will be made in the following manner:

XYZ's Red, White & Snow

A Culinary, Wine and Ski Festival

- Sponsor detail of benefits can be found on back page

Entertainment package specifics:

- 4 tickets to Library Wine Tasting wine tasting
- 6 tickets to Wine on the Mountain
- 6 tickets to a Vintner Dinner
- 1 Platinum table seating 8 at the Gala Dinner & Auction
- 6 tickets for Exclusive Access to Invitation-Only Skiing with Legends (Friday) and Buyer's Remorse Brunch (Sunday)
- 8 tickets each to Deer Valley and Park City Mountain Resort during the event weekend



Sponsorship Levels (Continued)

2012 Presenting Sponsor - \$15,000

- Limited Shared Rights – The Presenting Sponsorship is limited to two (2) companies.
- All items summary benefits (details on reverse)

Entertainment package specifics:

- 4 tickets to Red, White & Snow - Uncorked!
- 4 tickets to Wine on the Mountain
- 4 tickets to a Vintner Dinner
- 1 Gold table seating 8 at the Gala Dinner & Auction (includes highly rated vintner seated at your table)
- 4 tickets for Exclusive Access to Invitational Only Skiing with Legends (Friday) and Buyer's Remorse Brunch (Sunday)
- 4 tickets each to Deer Valley and Park City Mountain Resort and Canyons Resort during the event weekend

2012 Associate Sponsor - \$10,000

- Limited Shared Rights – The Associate Sponsorship is limited to four (4) companies.
- All items summary benefits (details on reverse)

Entertainment package specifics:

- 4 tickets to Red, White & Snow - Uncorked!
- 4 tickets to Wine on the Mountain
- 2 tickets to a Vintner Dinner
- 1 Silver table seating 8 at the Gala Dinner & Auction
- 2 tickets for Exclusive Access to Invitational Only Skiing with Legends (Friday) and Buyer's Remorse Brunch (Sunday)
- 2 tickets each to Deer Valley and Park City Mountain Resort and Canyons Resort during the event weekend



Supporter Levels

Chef's Club & Wine Society

- 5-Star/Methuselah (6L) - \$3,000: 4 tickets to any event (sponsor can choose events), name recognition & marketing benefits
- 4-Star/Jeroboam (5L) - \$1,500: 2 tickets to any event & marketing benefits
- 3-Star/Magnum (1.5L) - \$750: Marketing benefits

Other ways to show support:

Weekend Program Advertisements: ½ page - \$400, ¼ page - \$250

Contact Information

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Sponsor Detail of Benefits

Name Visibility

Logo Placement – Title Sponsor name and logo appear in large font on all event invitations, event programs, sponsor signage presentations, news advertisements and other printed materials. Presenting and Associate Sponsor logos appear in all event materials (in that order) in varied smaller font sizes. Supporter Sponsor logos will be placed in the event program. All sponsor artwork and logos must be received 14 days before the scheduled production of print materials for inclusion.

Exclusive Rights – Title Sponsorship is limited to one (1) company. Presenting Sponsorship is limited to two (2) companies. Associate Sponsorship is limited to four (4) companies.

Broadcast Media

Television – The Title Sponsor receives mention by National Ability Center representatives during all appearances on television news and talk shows.

Radio – Title Sponsor receives name recognition in all public service announcements created for local and regional broadcast. Name mentions for Presenting and Associate Sponsors occur in radio interviews as available and appropriate.

Print Media

Newspaper – The Title Sponsor receives mention in all news advisories and press releases sent to local and regional print media.

Special Features – The Title Sponsor receives mention in any special articles prepared for local print media.

Magazines and Newsletters – Featured stories on event will give mention to the Title Sponsor.

Print Advertising – The logo of the Title Sponsor appears in all pre-event display ads promoting the event. Presenting and Associate Sponsors receive name placement in all display ads. Additionally, The National Ability Center will purchase a post-event thank you advertisement in the Park Record mentioning all event sponsors and donors. Title Sponsor will have name mention and logo placement within the advertisement. Presenting and Associate Sponsors receive name placement.

Display Advertising – The Title Sponsor receives name and logo recognition on all event posters.

Magazine Advertising – The Title Sponsor receives name and logo placement in any print advertising promoting the event in local and regional magazines.

Event Correspondence – The Title Sponsor receives name and logo included on all event correspondence sent to event attendees, vendors and suppliers associated with the event. Presenting and Associate Sponsors receive name placement in most event correspondence.

Electronic Promotion

Internet – The National Ability Center will distribute event information to local and regional event calendars.

Website Promotion – The Title Sponsor receives logo placement on the event website (RedWhiteAndSnow.org) and the National Ability Center website special events page (DiscoverNAC.org), with a link to the Title Sponsor's website. Presenting and Associate Sponsors receive name placement in all website promotion. Multi-Year Title Sponsors receive year round website recognition, with a link to the Title Sponsor's website, as an NAC featured supporter.

Homepage Promotion – The Title Sponsor logo will be posted on the home page of the National Ability website site, one month prior to the event until one month after the event. The logo will include a link to the Title Sponsor's website.

E-mail – An email blast thanking the event sponsors and donors will be sent to the National Ability Center email database (approximately 6,000). The Title Sponsor receives logo placement and website link. Presenting and Associate Sponsors receive name placement.

Electronic Newsletter – The Title Sponsor receives mention in all articles about the event and logo placement with website link in the National Ability Center's e-newsletter, The Ability Bulletin Online, sent to the National Ability Center email database. Presenting and Associate Sponsors receive name placement in all electronic communications.

Social Media – The Title Sponsor will be featured on the NAC's Facebook and Twitter pages. Title Sponsor is invited to participate in a short video with the Executive Director to be featured on the NAC's YouTube page.

On-site Promotion

Sponsor Signage – The Title Sponsor will have prominent logo placement on all sponsor signage created for the event.

Banner Placement – The Title Sponsor may provide banners at the following events:

- Huntsman Cup & Ability Ski Challenge: One week before the event at prominent Park City Mountain Resort on-snow locations.
- During the event weekend, the Title Sponsor may provide five (5) free standing banners or signs at the Montage and St. Regis. Presenting Sponsor may provide four (4) free standing banners or signs at the Montage and St. Regis.. Associate Sponsor may provide two (2) free standing banners or signs at the Montage and St. Regis.

Event Program – The Title Sponsor receives a full-page, color advertisement in the event program. Presenting and Associate Sponsors receive ½ page color advertisements in the event program. Supporter Sponsor advertisements vary. Please discuss options that work best for your company or organization with our Development Department.

Editorial – The Title Sponsor will have the opportunity to submit an editorial to the event program.

Promotional Display – The Title Sponsor may provide and staff a product display at pre-determined event venues.

Product give-a-ways – The Title, Presenting and Associate Sponsors have the opportunity to provide promotional items for distribution to guests at pre-determined events.

Awards Presentation – The Title Sponsor receives an appreciation plaque at the Gala Dinner and Auction and will be publicly thanked for their participation and support. Presenting and Associate Sponsors receive name mention and public acknowledgement at the event.

Corporate Social Responsibility & Team Building

Team Building – The Title Sponsor receives a free, customized team building day which may include a combination of any of the following National Ability Center program activities; ropes course, Equine Facilitated Learning, trail ride, mountain or trail ski day, snowshoe, water-ski day, or other programs as permitted. Event date based on availability by all parties.

Social Responsibility – Title, Presenting and Associate Sponsors all receive exclusive opportunities for corporate team members and staff to support the event through team organized volunteer efforts. Pre- or post-event personalized presentations by NAC participants and staff regarding your corporation's commitment to the community and the difference your investment makes in the lives of individuals with disabilities.

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Red, White & Snow Sponsorship Opportunities

About Red, White & Snow

Red, White & Snow is one of the National Ability Center's premier fundraisers. Now in its 7th year, this culinary, wine and ski festival is among the top 10 in the country and continues to rise each year in popularity and reach. The weekend-long event celebrates some of the nation's top chefs and finest vintners. The program offers a unique opportunities for culinary and wine connoisseurs, vintners and skiers from across the country to mingle in an extraordinary setting.

Events include:

- Wine and culinary educational seminars as part of the exclusive library tasting wine and food pairing lunch at the St. Regis),
- Dinners with four-star chefs and vintners hosted at private estate homes around Park City and the Salt Lake Valley, and
- Mountain elegance gala dinner and auction held at the stunning Montage Deer Valley.

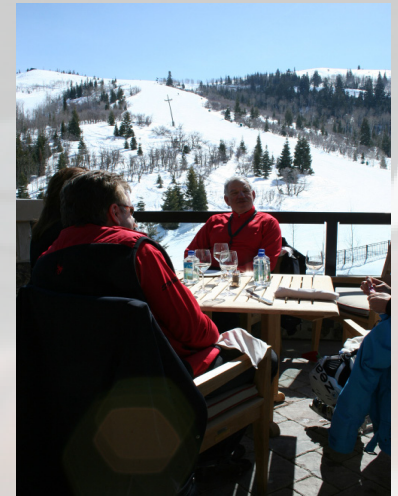
Red, White & Snow Sponsorship Program

The benefits of a Red, White & Snow sponsorship not only include a tax-deduction for the contribution, but also public relations, advertising, entertainment values, and community support.

All sponsorships include portions of the following:

Summary of Sponsorship Benefits:

- Name recognition and logo visibility on all event collateral and promotional materials
- Media recognition through public service announcements, TV and web broadcasts and print media
- On-site opportunities for company promotion and outreach
- Hospitality benefits including elaborate vintner and chef dinners, lift tickets to premier ski resorts in the area, and VIP access to exclusive events
- Unique opportunities to share your support for your community with your staff and clients through pre and post event personalized presentations by NAC participants and staff, volunteer team builders and more!



"At Staglin Family Vineyard, our motto is 'Great Wine for Great Causes' and we can't think of a better one than the incredible work done by the National Ability Center. We have been supporting the Red, White & Snow auction and events for many years and are proud to be chosen as this year's Honored Vintner." -Shari and Garen Staglin, Staglin Family Vineyard

The National Ability Center

The National Ability Center is committed to the development of lifetime skills for people of all ages and abilities by providing affordable outdoor sports and recreational experiences in a nurturing environment.

The objective of these experiences is to build self-esteem, confidence and physical development, thereby enhancing active participation in all aspects of community life. As a national role model, the Center promotes the concept of ability through integration, public awareness and education.



Red, White & Snow - A culinary, wine and ski festival to benefit the National Ability Center
Thank you for your support! For more information, please visit RedWhiteAndSnow.org.