



National Truffle Fest



Frankie
Lemmon
Foundation

Asheville NC, March 5th - 8th, 2009



First Annual North American Truffle Fest

Asheville, North Carolina

Thursday – Sunday, March 5-8, 2009

www.NationalTruffleFest.com

S p o n s o r s h i p I n f o r m a t i o n K i t



INTRODUCTION

If you have a truffle obsession, beware! It's just that the North American Truffle Growers Association (NATGA) [www.trufflegrowers.com] is holding the FIRST Annual National Truffle Fest – right at the peak of the truffle's perfection. We're gathering in Asheville, North Carolina from March 5th through 8th, 2009. The North Carolina truffle industry is going great guns.

There are currently eighty members of the NATGA from across the continent, many in the cooler north east and others in the Mid Atlantic region. One of our most prolific growers has just put in 560 inoculated oak and hazelnut trees and hopes to harvest by 2012 (at around \$1000 a pound, that's a rich harvest!) Truffles are a tuber that grows on the roots of an oak or hazelnut tree, and North American growers are successfully inoculating the trees with the spores of the Perigord truffle, which then take around 4-5 years to grow. Since truffles are such a lucrative business, many tobacco farmers in the Eastern United States are now planting vines for wine and trees for truffles. The Mid- Atlantic region, with its hot summers and cold winters, makes a good place to grow truffles.

The First Annual National Truffle Fest will attract truffle growers, their aficionados and those epicurean folks intrigued by the rare fungi. Held amid the beauty and tranquility of the Blue Ridge Mountains, Asheville is ready to show us they know all about fine wine and dining. The three-day festival will receive heavy support from the City of Asheville, surrounding areas and their citizens, along with major sponsors.

The Fest officially opens with Thursday evening's "Meet & Greet", where truffle-legend Jose Ignacio Ruiz Barbarin, general manager of the largest truffle orchard in the world near Soria, Spain, will welcome us. Throughout the weekend, he will be engaging truffle growers and their devotees with his hands-on entertaining and educational workshops. Some of the area's finest restaurants, exquisite private homes, and settings will be partnered with prestigious wines for Thursday's Winemaker dinners. This is a rare opportunity for serious truffle growers and curious consumers to have stimulating conversations while indulging all their senses in honor of the coveted truffle.

Friday, starting in the early morning, we will travel to Whisper Mountain, where our Growers' Forum, some of our Cooking Demonstrations, and other activities will be held in Whisper Mountain's lodge, surrounded by their new truffle orchard. The day's activities culminate in a reenactment of a truffle hunt on the beautiful grounds of Whisper Mountain.

Friday night offers Sponsors and VIP's an intimate look at the extraordinary private homes in one of Asheville's exclusive communities. Our chefs will present culinary offerings and great wines at the Roving Supper Buffet at Whisper Mountain. At 8:00p.m. Orange Krush will be playing and offering attendees the opportunity to dance the night away.

Fine food and wine will be abundant at Saturday's "Chefs' Dinner" – where seven top chefs will prepare a once in a lifetime seven-course meal to 300 lucky guests. Culinary icons like Walter Royal are on our guest list.

Guests are offered cooking demonstrations, tasting dinners, competitive cook-offs, truffle-dog hunting, and sampling of the very best truffles North America has to offer. Regional bands will round out the entertainment, creating the excitement and energy that food and wine enthusiasts enjoy.



2009 NATIONAL TRUFFLE FEST SPONSORSHIP PACKAGES LEVELS AND DETAILS

Sponsors and patrons are the heroes who ensure this inaugural event not only educates, entertains and enlightens attendees, but is a tool that will raise awareness and provide much needed support to important causes. It is our hope that your patronage will be recognized and rewarded through many promotional and publicity opportunities garnered by this prestigious event.

Your patronage will ensure the success of the 2009 National Truffle Fest through your sponsorship support.

\$50,000 — GRAND PATRON — ELIZA KRAFT OLANDER & BRIAN MCHENRY

- "First Annual National Truffle Fest presented by Eliza Kraft Olander & Brian McHenry"
- Official prominent recognition as our presenting Patron will appear in all printed materials, displayed on the National Truffle Fest website and in print and broadcast media.
- 10 tickets to the Welcome Reception
- 10 seats to your Thursday evening Winemaker Dinner
- 12 tickets to the Friday's Evening Affair
- Two (2) reserved tables for 8 at Saturday's Chef's Gala

\$25,000 — PLATINUM PATRON — GARLAND TRUFFLES

- Official prominent recognition as our presenting Patron will appear in all printed materials, displayed on the National Truffle Fest website and in print and broadcast media.
- 8 tickets to the Thursday Welcome Reception
- 8 seats to your Thursday evening Winemaker Dinner
- 10 tickets to the Friday Evening Affair
- Reserved table for 10 at Saturday's Chef's Gala

\$10,000 — GOLDEN PATRON — WHISPER MOUNTAIN

- Prominent recognition as a Golden Patron will appear in all printed materials and displayed on the National Truffle Fest website
- 6 tickets to the Thursday Welcome Reception
- 6 seats to your Thursday evening Winemaker Dinner
- 8 tickets to the Friday Evening Affair
- 6 Tickets to Saturday's Chef Gala



\$5,000 — SILVER PATRON — PATRIA PROPERTIES, WHOLE FOODS, & BILTMORE FARMS

- Prominent recognition as a Silver Patron will appear in all printed materials and displayed on the website
- 4 tickets to the Thursday Welcome Reception
- 4 seats to your Thursday evening Winemaker Dinner
- 4 tickets to the Friday Evening Affair
- 4 tickets to Saturday's Chef Gala

\$3,000 — IMPERIAL PATRON

- Prominent recognition as an Imperial Patron will appear in all printed materials and displayed on the website
- 4 tickets to the Thursday Welcome Reception
- 2 seats to your Thursday evening Winemaker Dinner
- 2 tickets to the Friday Evening Affair
- 2 seats to Saturday's Premier Gala featuring both live and silent auctions

\$1000 — GREEN GUEST

In an effort to raise funds for the Frankie Lemmon Foundation (www.frankielemmon.org), we are offering 25 pairs of limited edition Green Guest passes. Only 50 passes will be sold in total, PLUS:

- VIP access to discover the Perigord truffle, the Biltmore Estate, the Art Exhibit, tastings, and all scheduled activities at your leisure
- One ticket to the Thursday Welcome Reception
- One seat to the Thursday Winemaker Dinner
- One ticket to the Friday evening Affair
- One seat to Saturday's Chef's Gala

\$500 - DISCOVERY GUEST

VIP access to discover the Perigord truffle, the Biltmore Estate, the Art Exhibit, tastings, and all scheduled activities at your leisure

- One ticket to the Thursday Welcome Reception
- One seat to a Thursday evening Winemaker Dinner
- One ticket to the Friday Evening Affair
- One seat to Saturday's Chef's Gala

We want to tailor a sponsorship package to suit you. If the listed packages do not suit your needs, please contact Traci Tucker-Cortez at 919.845.8880 or traci@frankielemmon.org



IN KIND SPONSORS:

- ◆ Food
- ◆ Printing
- ◆ Dishware
- ◆ Glassware
- ◆ Cookware
- ◆ Spirits
- ◆ Spices
- ◆ Cookware

EXPO SPONSOR (EXHIBITOR OR VENDOR)

Food/Truffle Exhibitors \$250

One six foot exhibit table at the festival

Corporate listing in Web site on festival page on official festival Web site with hotlink for one year

Samples and sales are welcome

ADDENDUMS:

FIRST ANNUAL NATIONAL TRUFFLE FEST THURSDAY - SUNDAY, MARCH 5 - 8, 2009

This agreement is a commitment to contribute funds, indicated by your selection of one of the aforementioned Sponsorship Levels. Net proceeds from Sponsorship funds for the 2009 National Truffle Fest will be donated to operating expenses of Frankie Lemmon School & Development Center and the North American Truffle Growers' Association. Checks and credit cards are payable upon receipt of this form to: North American Truffle Fest.

REPLY FORM

SPONSORSHIP

YES, I want to sponsor the festival!

Sponsorship Level: _____

Exhibitor/Vendor size: _____

COMPANY/PAYMENT INFORMATION (Call for Wire Transfer information)

_____ Check Enclosed

_____ Visa

_____ MasterCard

_____ AmEx

Name _____

E-mail _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Credit Card Number _____

Expiration _____

Name on Card _____

*50% deposit must accompany application. Remaining 50% must be received by March 5th, 2009. Forms may be faxed to: (919) 732-6037
Reservations are nonrefundable. A registrant may designate a substitute attendee by calling Traci Tucker-Cortez at 919.845.8880.*

Conditions: The NATGA & its partners reserve the right to reject applications.

Make out checks to: National Truffle Fest & return this form with payment to:

Garland Truffles, Inc.
3020 Ode Turner Road
Hillsborough, NC 27278