



National Truffle Fest

The Grove Park Inn
Asheville, North Carolina

Thursday – Saturday, February 25-27, 2010
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

I N T R O D U C T I O N

The National Truffle Fest (NTF) is a unique experience dedicated to celebrate and promote the growing truffle industry in the United States. Our focus is on the black, French "Perigord" truffle that is now produced domestically; however, we do try to incorporate other truffle varieties as well. With every passing day, truffles are becoming more and more a part of American culture. As the number of truffle cultivators and well as food enthusiasts enamored with this culinary treasure increase, so does the demand for an event dedicated to the American truffle industry.

The First Annual NTF, held in Asheville, NC, delighted and educated hundreds of truffle newcomers, gourmards, and cultivators. The many famed contributing chefs and industry professionals at our growers' forum created an atmosphere steeped in both culinary excellence and real world truffle experience. The great success of the NTF was largely due to the varied and dynamic group of attendees, all truffle enthusiasts contributing unique insights and shared appreciations. Of course, accomplishing an endeavor such as this requires considerable amounts of inspiration, effort, and financial contribution. The enormous involvement and collaboration of patrons and volunteers are essential.

All proceeds from the National Truffle Fest benefit The Frankie Lemmon Foundation, a 501(c)3 non-profit organization, that was established for the sole purpose of supporting the Frankie Lemmon School and Developmental Center. Through fundraising and "friend-raising" events, the Foundation provides much needed assistance – ensuring the availability of therapeutic, specialized education for children, ages 3 to 6, who have developmental delays, language impairments, learning disabilities or mental retardation. To learn more about the organization, please visit our website at www.frankielemmon.org.

O V E R V I E W

Thursday:

The Fest officially opens with Thursday evening's "Meet & Greet", where truffle legend Franklin Garland will welcome us. Throughout the weekend, he will be engaging truffle growers and his devotees with his hands-on entertaining and educational workshops. Some of the area's finest restaurants and settings will be partnered with prestigious wines for Friday'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:

Friday will be filled with hands on educational experiences. There will be separate seminars for those who are interested in the culinary aspect of truffles and for those who are interested in the growing aspect. There will be plenty of truffle experts and culinary masters on hand to teach you everything you need to know!

Saturday:

Several top chefs will kick off Saturday morning with a Risotto tasting, paired with wine. This is a limited seating event. That evening fine food and wine will be abundant at the Saturday's "Chefs' Gala" – where several top chefs will prepare a once in a lifetime meal to very lucky guests. Course will be prepared live by the chefs at cooking stations. Beverage stations will be serving wine and beer. The evening will end with an auction, music and dancing for all.

2010 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 2010 National Truffle Fest through your sponsorship support.

\$50,000 — GRAND PATRON

- Recognition as the presenting sponsor
- 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 Friday evening Winemaker Dinner
- Two (2) reserved tables for 8 at Saturday's Chef's Gala

\$25,000 — PLATINUM PATRON

- 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 Friday evening Winemaker Dinner
- Reserved table for 10 at Saturday's Chef's Gala

\$10,000 — GOLDEN PATRON

- 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 Friday evening Winemaker Dinner
- 6 Tickets to Saturday's Chef Gala

\$5,000 — SILVER PATRON

- 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 Friday evening Winemaker Dinner

- 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 Friday evening Winemaker Dinner
- 2 seats to Saturday's Chef Gala

We want to tailor a sponsorship package to suit you. If the listed packages do not suit your needs, please contact Traci 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

FIRST ANNUAL NATIONAL TRUFFLE FEST
THURSDAY - SATURDAY, FEBRUARY 25 - 27,
2010

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 2010 National Truffle Fest will be donated to Frankie Lemmon School & Development Center. Checks and credit cards are payable upon receipt of this form to: Frankie Lemmon Foundation.

R E P L Y F O R M

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 February 19, 2010. Forms may be faxed to: (919) 845-1191

Reservations are nonrefundable. A registrant may designate a substitute attendee by calling Traci Tucker-Cortez at 919.845.8880.

Conditions: *Frankie Lemmon Foundation reserves the right to reject applications.*

Make out checks to: Frankie Lemmon Foundation & return this form with payment to:

Frankie Lemmon Foundation
2301 Stonehenge Drive Suite 102
Raleigh, NC 27613