

Event Overview

In the intimate setting of The Loft at Smith Brothers, located in historic downtown Columbus, we'll gather to debut our newest event, **Viva Las Vino!** During this exciting evening on Friday, May 3, 2013, guests will stroll through two levels, celebrating with fine wines and handcrafted ales. They will have the chance to bid on a variety of wonderful silent auction items and can "show their hand" as we toast to hope for those living with epilepsy every day. (And remember, what happens at Viva Las Vino stays at Viva Las Vino!)

Event Details

Friday, May 3, 2013

High-Roller Tasting: 6:00 - 7:00 PM

(Includes Players Club)

Players Club Tasting: 7:00 - 10:00 PM



The Loft at Smith Brothers
(Historic Downtown Columbus)
580 N. Fourth Street
Columbus, OH 43215

Demographics

Viva las Vino will attract diverse and dynamic professionals ages 21 and up.

Event Exposure

This event appeals to wine lovers of all levels, from all backgrounds. The High Roller Tasting at the beginning of the evening is perfect for serious wine connoisseurs who are looking for a top-notch tasting experience, while the Player's Club portion of the event is ideal for the young professional who is just learning the nuances of wine appreciation. Finally, the ale tasting segment rounds out the evenings' sampling options. This is an event that is sure to draw a large and varied audience.

Involvement as a sponsor of Viva Las Vino is an exceptional means of reaching a targeted consumer-based audience with buying power. Your choice to support an EFGCC event not only brings you exposure in the community, it also creates a positive public image and general appearance of good will. Sponsorship of this event communicates that your company is aware of serious disorders such as Epilepsy, and committed to helping improve the lives of those effected by seizures. How much is this type of association worth? According to studies, two-thirds of Americans report having greater trust in those companies aligned with a social issue.¹

Epilepsy

Epilepsy is a neurological condition caused by sudden brief changes in the brain's electrical balance. When there are excess electrical discharges in the brain, seizures occur. It is not a disease, but a symptom of an underlying neurological disorder. This disturbance affects the brain's normal functions and produces changes in a person's movement, behavior or consciousness. Epilepsy is not a disease, mental illness or a sign of low intelligence. It is not contagious. Epilepsy is generally a chronic and/or lifelong condition.

There are at least 30 types of seizures. An Institute on Medicine report released the fact that 1 in 26 people will develop epilepsy at some point in their life.

¹ 1999 Cone/Roper Cause Related Trends Report

Event Facts

Name: Viva Las Vino
Date: Friday, May 3, 2013
Time: 6:00 - 7:00 PM High-Roller Tasting
7:00 - 10:00 PM Player's Club Tasting
Location: The Loft at Smith Brothers
580 N. Fourth Street
Columbus, OH 43215



**Admission: High-Roller Tasting
(Includes Player's Club)**
\$100/person

During this one-hour exclusive tasting Glazer Distributors showcase a collection of premier wines accompanied by gourmet h'ordeuvres. Guests will receive a tasting journal to record notes about their tasting experience and favorite wines. For the serious connoisseur, it's the perfect way to start the evening. Following, attendees will join our general tasting and silent auction to complete their Viva Las Vegas experience.

Player's Club Tasting
\$65/person

Starting at 7:00, the Player's Club Tasting is perfect for the casual wine fan's palette. Features a variety of imported and domestic wines and hand-crafted ales, all served with delectable hors d'oeuvres. All admissions include the opportunity to bid on a wide array of items in our silent auction.

Attire: Casual Chic

Great Auction Suggestions

There are a lot of things that make great auction item donations. Any of the following is the perfect place to start if you need an idea!

- Event tickets: sports, music, theater, art exhibits, etc.
- Services: salon, cleaning, lawn work, decorating, private chef or catering, etc.
- Hotel and spa packages
- Autographed memorabilia, and of course
- All things wine and ale-related!

Our Organization

The Epilepsy Foundation of Greater Cincinnati and Columbus is a private, non-profit social service organization providing services to people living with Epilepsy/Seizure Disorder, their families and caregivers as well as providing public education. Our mission is to enhance the quality of life for those affected by Epilepsy and to increase the understanding of epilepsy in our service territory. The Foundation serves 24 counties (12 located in Central Ohio) in Ohio, 4 counties in northern Kentucky and 2 counties in Indiana.

The Epilepsy Foundation of Greater Cincinnati and Columbus will ensure that people with seizures are able to participate in all life experiences; and will prevent, control and cure epilepsy through services, education advocacy and research. All funds raised will support all of the vital programs offered by EFGCC.

Sponsorship Opportunities

Presenting Sponsor \$5,000

- Logo displayed on event marketing materials (Inclusion of logo on printed materials is time sensitive)
- Opportunity for personalized letter from sponsor representative to be included in the event program
- One full-page, 5.5" x 8.5" black and white acknowledgment placed in the event program
- Sponsor recognized during event presentation and on large screen projection
- Sponsor logo displayed on event website with hot link to sponsor website
- Eight (8) High-Roller Admissions
- Eight (8) Player's Club Admissions

Bellagio Sponsor \$3,500

- Logo displayed on event marketing materials (Inclusion of logo on printed materials is time sensitive)
- One half-page, 5.5" x 4.25", black and white acknowledgment placed in the event program
- Sponsor recognized during event presentation and on large screen projection
- Sponsor logo displayed on event website with hot link to sponsor website
- Four (4) High-Roller Admissions
- Four (4) Player's Club Admissions

Venetian Sponsor \$2,500

- One quarter page, 2.75" x 4.25", black and white acknowledgment placed in the event program
- Sponsor recognized during event presentation and on large screen projection
- Sponsor name displayed on event website
- Two (2) High-Roller Admissions
- Two (2) Player's Club Admissions

Monte Carlo Sponsor \$1000

- One line acknowledgment placed in the event program
- Sponsor recognized during event presentation and on large screen projection
- Sponsor name displayed on event website
- Two (2) High-Roller Admissions
- Two (2) Player's Club Admissions

