



HOW WE GIVE BACK

- ✓ **\$197,000** scholarship awards
- ✓ **\$109,100** awarded in 2014
- ✓ **\$1.75 million** awarded since 1985

BENEFICIARIES

Some organizations we have given to in the past

- ✓ Texas A&M Viticulture & Fruit Lab (2014-2015)
- ✓ Dell Children's Medical Center (2013-2015)
- ✓ Texas No Kid Hungry (2012)
- ✓ Nolan Ryan Foundation (2008)
- ✓ Texas Cooperative Extension (2007)
- ✓ Mexican-Arte Museum (2007)
- ✓ Sustainable Food Center (2006-2015)
- ✓ TexSom (2006-2015)
- ✓ Grape M.D. (2006)
- ✓ Wine Roads of Texas (2006)
- ✓ KLRU-TV (1990-2010)



Dear Friend,

You are part of a great hospitality family that is thriving in Austin today. Your art, tenacity and entrepreneurial spirit turned our city into a major culinary destination. That spirit and energy has enriched our lives in so many personal ways over the years and along that path, you have become our family as well.

We have worked with The Wine and Food Foundation of Texas to help weave our amazing food scene into the fabric of our community. In that effort your generosity has been boundless and the synergies invaluable. Our mission is now to make sure we continue to build a strong sense of fellowship with you through good works, education and opportunity.

To carry out our mission, the Foundation hosts unrivaled, first-rate wine and food events, entertaining and educating our members and the public in the enjoyment and excellence of wine and food, all while raising funds for our community. The Foundation boasts an active membership program created to connect and inspire wine lovers and foodies of all interests and abilities.

We invite you to become a partner with The Wine & Food Foundation of Texas through our Community Partner program. WFFT offers you access to our members and our mailing list to help market and promote the incredible work you are doing to enhance the culinary and viticulture community of Austin. We have enclosed information about our Community Partner program for you to review.

Please consider expanding our mutual goals by joining The Wine & Food Foundation as a Community Partner. Thank you for taking this time away from an always busy schedule. We hope you will welcome this new program as an industry standard and invite your comments.

Please visit www.winefoodfoundation.org for more information or contact Peggy Hanley, Executive Director, at (512) 327-7555 or phanley@winefoodfoundation.org with any questions.

Cheers,

Mike Shefman & Sherry Greenberg



WE COULD MAKE THE PERFECT PAIR.

\$1,000 Level – Executive Chef

Monthly payment options available

Benefits:

- Logo and link on the Foundation website for a period of one year from join date.
- The opportunity to present events on The Wine & Food Foundation of Texas master calendar of events on our website.
- Social media exposure to the Foundation's followers on Facebook (2,000+) and Twitter (6,250+).
- Priority consideration for participation in Premier Foundation Events and monthly member events.
- **Industry Memberships for 8 employees, with option to purchase additional memberships.**
- **Opportunity to extend special offers to Foundation Members via monthly newsletter “The Crush.”**

Email blast sent to Foundation database exclusively for your event (limit 4 per year), exposure to 2,000+ email list.

\$500 Level – Sous Chef

Monthly payment options available

Benefits:

- Logo and link on the Foundation website for a period of one year from join date.
- The opportunity to present events on The Wine & Food Foundation of Texas master calendar of events on our website.
- Social media exposure to the Foundation's followers on Facebook (2,000+) and Twitter (6,250+).
- Priority consideration for participation in Premier Foundation Events and monthly member events.
- **Industry Memberships for 4 employees, with option to purchase additional memberships.**

Opportunity to extend special offers to Foundation Members via monthly newsletter “The Crush.”

\$250 Level – Maitre’d

Benefits:

- Logo and link on the Foundation website for a period of one year from join date.
- The opportunity to present events on The Wine & Food Foundation of Texas master calendar of events on our website.
- Social media exposure to the Foundation's followers on Facebook (2,000+) and Twitter (6,250+).
- Priority consideration for participation in Premier Foundation Events and monthly member events.



TOAST.

Your best resource for all things wine, in Texas and beyond. Learn more, taste more & build your collection with us.

- ◇ Monthly Educational Wine Tasting Series with Mark Rashap, CWE
- ◇ The Perfect Pair, a wine and food tasting series
- ◇ Winemaker Tastings to expose wine lovers to the artists behind some of the world's best wines
- ◇ Semi-Annual Collectors Circle Cellar Salons
- ◇ Wine Dinners in collaboration with local restaurants
- ◇ Monthly tastings and social events for The Crú

FEAST.

Indulge your inner foodie. From farms to food trucks and unique dining experiences, eat with us.

2015 Events

- ◇ TOAST & ROAST
Sunday, March 1, Rancho Cuernavaca
- ◇ 30TH ANNUAL RARE & FINE WINE AUCTION
Saturday, April 11, Four Seasons Austin
- ◇ CITYWIDE 86'D
Monday, June 15, AT&T Center
- ◇ TOUR DE VIN | THE NEW VINTAGE
Thursday, September 17, Fair Market
- ◇ BIG REDS & BUBBLES
Thursday, November 19, The Driskill

GIVE BACK.

Our giving is possible because of you. Your membership and generosity allow The Wine & Food Foundation of Texas to continue our mission of bettering the health and well-being of our community. Thank you for giving back with us.

2015 Beneficiaries

- ◇ Dell Children's Medical Center
- ◇ Texas A&M Viticulture & Fruit Lab
- ◇ The Sustainable Food Center

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REWARDING YOUR INDUSTRY.

The Wine & Food Foundation of Texas is introducing a new Industry Membership for those working within the culinary and viticulture industries.

*With Industry Membership your employees
can be members of the Foundation and enjoy the full benefits of
membership in Austin's most dynamic
wine and food organization.*

As someone who has a vested interest in the quality, reputation and legacy of the culinary arts in Texas, we invite you to invest in advancing the culinary interests of your employees by providing them with memberships with The Wine & Food Foundation.

YOUR EMPLOYEES WILL ENJOY

- Access to Wine & Food Foundation of Texas member-only events including wine tastings, classes, dinners, and more!
- Advanced notice and member pricing to Foundation events
- Invitations to collaborative events with other organizations, restaurants, and wineries with local chefs and sommeliers
- Member pricing for 1 individual ticket to all events
- Future opportunities for scholarship support to advance industry careers

