

Strawberry Festival

JUNE 12-13, 2010 - SAT 12pm-10pm and SUN 12pm-6pm

Dear Business Owner,

Merritt Estate Winery has begun planning for the **Strawberry Festival 2010**. This is our thirtieth year hosting the festival at our winery and we have made great strides throughout the years. Each year we feature live entertainment, great food, wine, beer and our FAMOUS Sangria Wine Slush! We see annual attendance rates in the thousands as people from all over Pennsylvania, Canada and Western New York travel to take part in one of the most talked about events in Chautauqua County!

Each year, we work with a specific non-profit organization to raise money for their cause. We love helping the community that has shown so much support and generosity for us in the past. In recent years, we have raised money for:

- *The Steadfast Foundation with Buffalo Sabres and 2010 Olympic Goalie, Ryan Miller*
- *The P.U.N.T. Foundation with Buffalo Bills Punter, Brian Moorman*
- *Mercy-Flight of Western New York and Roswell Cancer Institute of Buffalo*
- *The Kevin Everett Foundation with former Buffalo Bills Tight End, Kevin Everett*
- *The Ruben Brown Foundation with former Buffalo Bills Lineman, Ruben Brown*
- *Camp Good Days of Western New York with Buffalo Sabres Forward, Paul Gaustad*

Through the generosity of well respected businesses and individuals such as yourselves, we have been able to raise over \$100,000 collectively for these organizations. With our eyes to the future, we have teamed up with retired **Buffalo Bills Wide Receiver Andre Reed** to raise money for **Ali's Rally of Western New York**. Ali's Rally was established in 2003 to support organ donor transplant services.

We encourage you to take a look at what the winery, along with Andre Reed and Ali's Rally have to offer. We are seeking business sponsorships for our event, donation of goods or services for our live and silent auctions along with other ways to connect your organization with those members of our community in need of organ donation support.

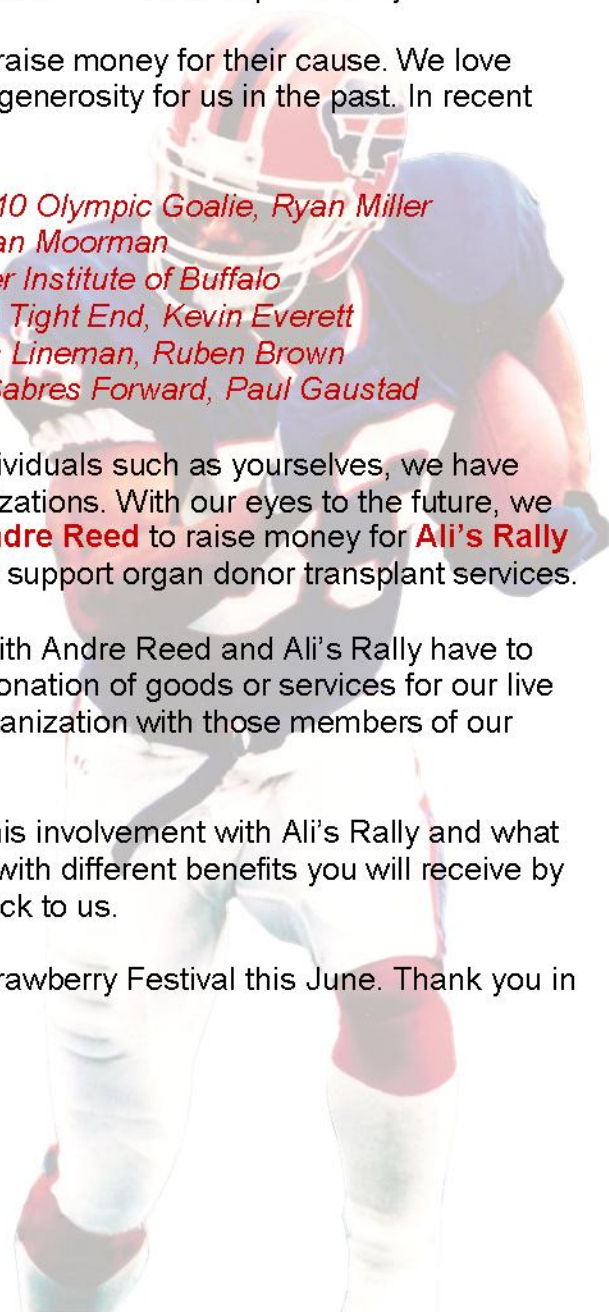
Enclosed you will find a personal letter from Andre Reed on his involvement with Ali's Rally and what your support will help him achieve, a list of sponsorship tiers with different benefits you will receive by getting involved, and a donation/sponsorship form to send back to us.

We look forward to hearing from you and can't wait for the Strawberry Festival this June. Thank you in advance for your time and your generosity.

Best,

Merritt Estate Winery Festival Team

Jason C. Merritt
Andre Reed
Edwin Rodriguez



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LETTER FROM ANDRE REED

Dear Fans,

I am honored to be the celebrity endorser for this year's Strawberry Festival at Merritt Estate Winery. It is a great honor to be involved with a local company that has such a rich and long history supporting local charities with their family business.

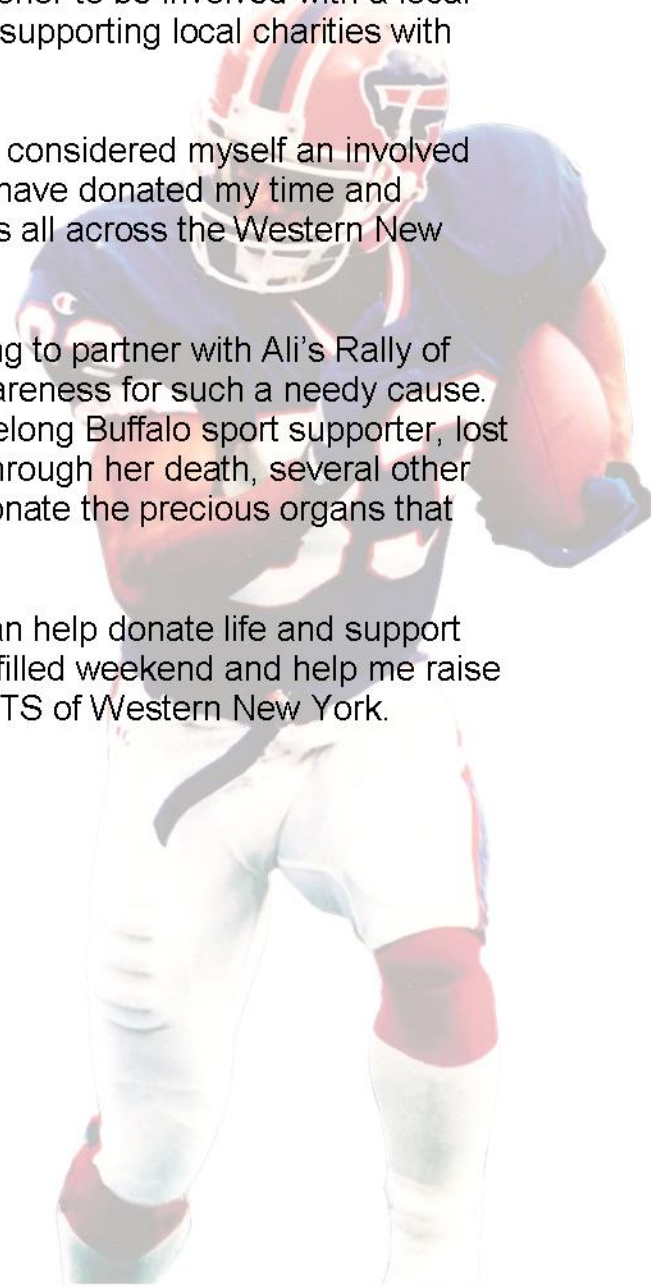
Since being drafted by the Bills in 1985, I have considered myself an involved member with the greater Buffalo community. I have donated my time and resources to dozens of charitable organizations all across the Western New York area.

For the 2010 Strawberry Festival, I am choosing to partner with Ali's Rally of Western New York to help raise funds and awareness for such a needy cause. Allison Gerlach, a local Buffalo resident and lifelong Buffalo sport supporter, lost her life to a rare disease called *Moya Moya*. Through her death, several other individuals found life because Ali decided to donate the precious organs that she could no longer use.

It is my hope that people all across our area can help donate life and support others the same way Ali did. Join me for a fun filled weekend and help me raise the well needed money for Ali's Rally and UNYTS of Western New York.
DONATE LIFE!



Andre Reed - #83
Former Buffalo Bills Wide Receiver



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ABOUT ALI'S RALLY

What is Ali's Rally?

Ali's Rally is an organization set up in Western New York to provide financial support to organ donors and transplant services. On February 2, 2003, Alison Gerlach's life came to a sudden and tragic end due to a rare and fatal disease called Moya Moya. Only seventeen years old and a senior at Williamsville South in Buffalo, she was an outstanding athlete and a well loved student. Upon her death, Ali's family chose to honor her memory by contributing her organs to other needy children and adults as a reflection of her unselfish love. In this memory and to continue to bring the gift of life to others, the *Ali's Rally Foundation* was born.

What is Moya Moya disease?

The term "Moya Moya" is of Japanese origin meaning "puff of smoke." This comes from the appearance of the brain blood vessels affected by Moya Moya syndrome during an angiogram (a special picture of the brain where an x-ray is taken after a special injection is given that allows your doctor to see the blood vessels). Moya Moya is a rare disorder of uncertain cause that leads to irreversible blockage of the main blood vessels to the brain as they enter into the skull.

What has Ali's Rally accomplished?

Since its inception, Ali's Rally has raised over \$115,000 for Upstate New York Transplant Services (UNYTS). Those funds are specifically designated towards Upstate New York Transplant Services "Donate Life" program, a school outreach program with the objective of continuing to make Western New York aware of the need for organ donation.

How can I learn more or get involved?

If you'd like to learn more about organ and tissue donation, log onto the UNYTS website at www.unyts.org. You can also request to be added to their mailing list, to receive news and information from UNYTS, by logging on or by calling UNYTS at (716) 85-DONOR.



UPSTATE NEW YORK
TRANSPLANT SERVICES

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SPONSORSHIP LEVELS

Many opportunities are available to help sponsor our Strawberry Festival. Each level comes with a specific set of benefits for your company INCLUDING the potential to get your own personalized autograph session with Andre Reed! Custom sponsorship levels are available and can be in the form of merchandise, food or other donations over the amount of \$500.

\$2,000 Platinum Level Sponsor

- Name and logo on all printed materials
- Name on all radio advertisements
- Name and web address on the Merritt Estate web site
- A sponsor recognition plaque
- 10 food coupons for our festival
- Two autographed Andre Reed items
- Five coupons for a free bottle of wine (Excludes Ice Wine)
- Five coupons for personalized Andre Reed wine bottles
- Special VIP Meet-n-Greet and autograph signing with Andre Reed

\$1,500 Gold Level Sponsor

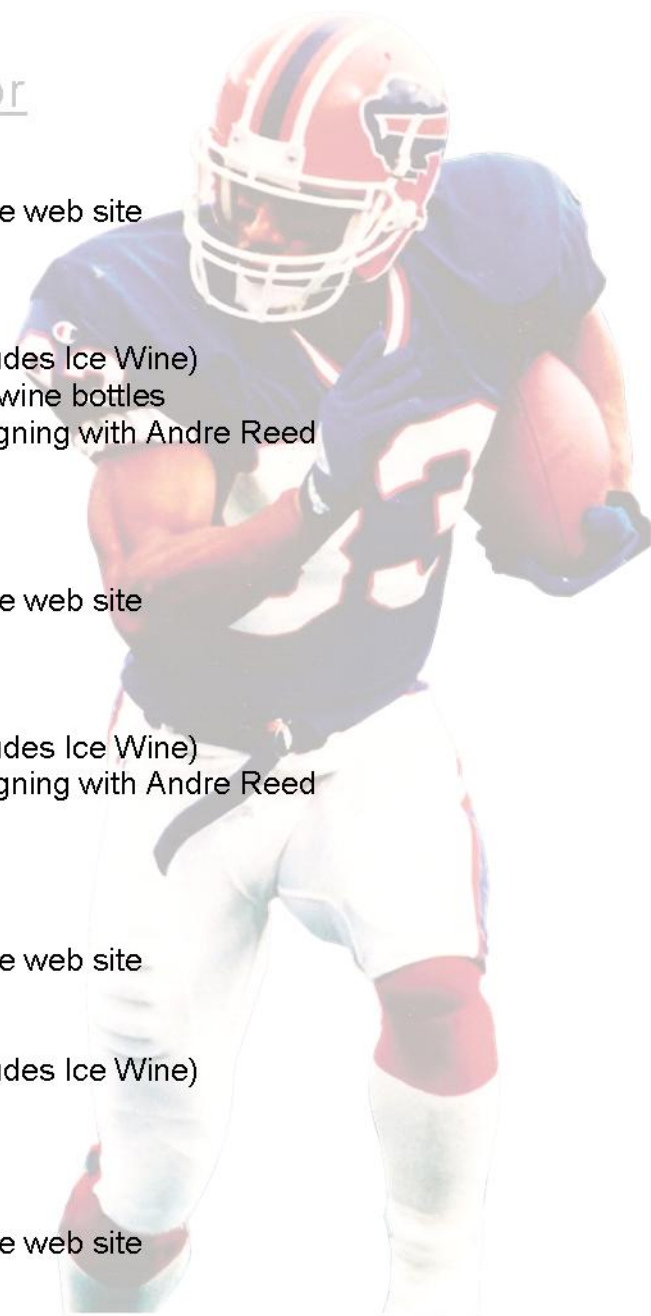
- Name and logo on all print materials
- Name and web address on the Merritt Estate web site
- A sponsor recognition plaque
- 10 food coupons for our festival
- An autographed Andre Reed item
- Five coupons for a free bottle of wine (Excludes Ice Wine)
- Special VIP Meet-n-Greet and autograph signing with Andre Reed

\$1,000 Silver Level Sponsor

- Name and logo on all print materials
- Name and web address on the Merritt Estate web site
- A sponsor recognition plaque
- Six food coupons for the festival
- Five coupons for a free bottle of wine (Excludes Ice Wine)

\$500 Bronze Level Sponsor

- Name and logo on all print materials
- Name and web address on the Merritt Estate web site
- Four food coupons for the festival



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SPECIALTY SPONSORSHIP LEVELS

Many opportunities are also available to have a specialty sponsorship at our Strawberry Festival. Aside from food and merchandise sponsorships that have been offered for years, we are also making a title sponsorship available for our event, a water dunk tank sponsor, a t-shirt sponsor and an autograph tent sponsor.

Each of these specialty sponsorships are a great way to advertise for your company. Aside from the general incentives listed, the specialty sponsorship tiers allow your company to offer an exciting experience and give something for the festival attendees to take home with them.

\$5,000 Title Sponsor for Strawberry Festival

- Name and logo on all printed materials as the headline sponsor
- Name and logo on all printed merchandise as the headline sponsor
- Name on all radio advertisements as the headline sponsor
- Name and web address on the Merritt Estate web site as the headline sponsor
- A sponsor recognition plaque presented Saturday evening on stage
- 10 meal coupons for our festival
- Five autographed Andre Reed items (TBD)
- 10 coupons for a free bottle of Andre's personalized wine bottles
- Special VIP Meet-n-Greet and autograph signing with Andre Reed for 10 people
- **Special VIP Dinner with Andre Reed for 10 people**

\$2,000 Strawberry Festival T-shirt Sponsor

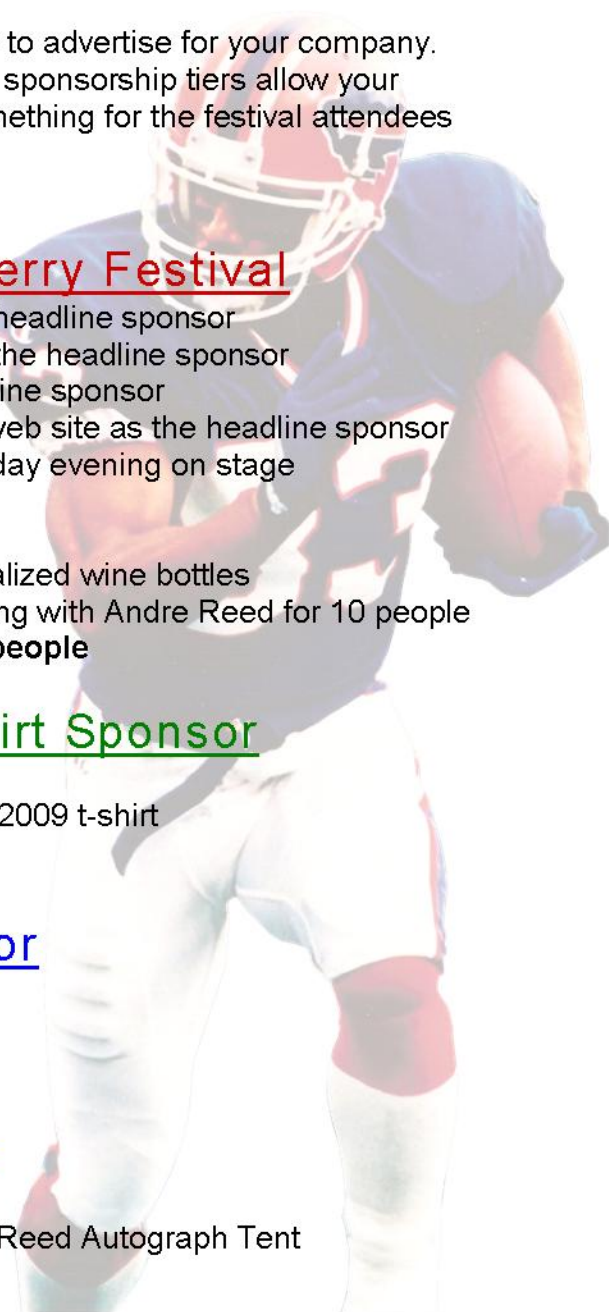
- Name and logo on all print materials
- Name and logo on printed Strawberry Festival 2009 t-shirt
- A sponsor recognition plaque

\$1,000 Water Dunk Tank Sponsor

- Name and logo on all print materials
- Name and logos on our water dunk tank
- A sponsor recognition plaque

\$1,000 Autograph Tent Sponsor

- Name and logo on all print materials
- Name and logos inside and outside the Andre Reed Autograph Tent
- A sponsor recognition plaque



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MERCHANDISE DONATION FORM

Donated items will raise money for Ali's Rally in our live and silent auctions. Please respond as soon as possible, as we do have a deadline of June 4, 2010 to print our auction books in time for the festival.

Company Name: _____

Contact Person: _____

Alternate Contact: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Telephone Number: _____

E-Mail Address: _____

Web Site: _____

Donated Item: _____

Retail Value of Item: _____

Brief Description of Item: _____

Sponsorship Option: Platinum (\$2,000) Gold (\$1,500) Silver (\$1,000) Bronze (\$500)
 Title (\$5,000) T-shirt (\$2,000) Dunk Tank (\$1,000) Tent (\$1,000)

- We would like to receive promotional materials on the event (flyers, posters, etc.)
- We are unable to donate at this time, but would like information on Septemberfest coming up on September 11-12, 2010.

Please return this form with your donation or payment to:
Merritt Estate Winery c/o Strawberry Festival
2264 King Road Forestville, New York 14062

