



*Atlanta's
Best Cellars Dinner
Celebration of Wine*

September 2011

On behalf of the T. J. Martell Foundation we invite you to attend the annual *Atlanta's Best Cellars Dinner*. Given your record of civic service, your presence alone will help broaden our awareness and help make the fundraiser a success.

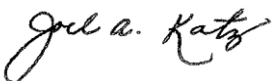
Sponsored by Greenberg Traurig and Nestle Waters North America, the evening of **Saturday, October 15, 2011, the InterContinental Hotel Buckhead** will glow as guests enjoy an elegant party with fine wines, gourmet cuisine, live music and one-of-a kind auction items. This dinner provides a unique opportunity to interact with fellow wine enthusiasts while enjoying innovative cuisine and the world's finest wines.

Proceeds benefit the T.J. Martell Foundation, a national non-profit organization supported by the music industry that locally funds a cancer research fellowship grant for the Winship Cancer Institute of Emory University. As Georgia's only National Cancer Institute-Designated Cancer Center, Winship provides patients and their loved ones the most advanced cancer care available. Winship is now counted among the world's elite cancer facilities where patients have greater options for prevention, diagnosis, treatment, and hope.

The Best Cellars Dinner salutes Atlanta's top wine collectors who come together on one special evening to highlight and share wine from their personal cellars. The dinner is an intimate festive setting of 250 highly influential international business and community leaders with a wine host at each table. Each wine host provides the wine for the dinner guests seated at their table. The dinner is an extraordinary gourmet, four course meal prepared by James Beard Award Winning celebrity guest chef **Chef Anne Quatrano of Bacchanalia**.

T.J. Martell's ability to fund and support leukemia, cancer and AIDS research depends on contributions from generous individuals like you. Please take a moment to complete the enclosed form and return it by September 23, to be listed in printed materials. You may contact Lynn-Anne Huck, Development Consultant to the T. J. Martell Foundation at 404-734-4820 or Lhuck@tjmartellfoundation.org if you have any questions.

Thank you for your support,



Joel A. Katz
Chairman Global Entertainment and Media Group
Greenberg Traurig-Atlanta
Atlanta's Best Cellars Co-Chairman



Mark Goldman
Strategic Partner
Ideas Define
Atlanta's Best Cellars Co-Chairman



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INFORMATION SHEET

- Date and Time:** Saturday, October 15, 2011
6:30 p.m. – Champagne Reception
7:30 p.m. – Dinner, Auction and Dancing
- Location:** InterContinental Hotel Buckhead, 3315 Peachtree Road NE, Atlanta, GA 30326
- Event Summary:** The Best Cellars Dinner is an annual charitable wine event produced by the T.J. Martell Foundation a leading non-profit organization supported by the music and entertainment industry which funds and supports leukemia, cancer and AIDS research. The Foundation hosts Best Cellars Dinners in Atlanta, Houston and Nashville.
- The Best Cellars Dinner is a uniquely intimate festive dinner known for highlighting Best Cellars (top wine collectors) who bring premier wine from their personal cellars to share with guests seated at their table. The wine is paired with a four course, gourmet meal prepared by an acclaimed guest chef. The event has raised more than \$2.5 million for the T.J. Martell Foundation. In Atlanta, the Best Cellars Dinner raises funds for the T.J. Martell Foundation's mission of supporting a cancer research fellowship grant at Winship Cancer Institute of Emory University.
- Sponsoring companies have a fantastic opportunity for their business to be introduced to prestigious international business and community leaders. Participating with the Best Cellars Dinner allows companies to market their products and services to the more than 250 event guests, as well as, to over 5,000 friends of the T.J. Martell Foundation through. All donations are tax-deductible.
- Individual Tickets:** \$650 Individual Ticket
- Sponsorship Levels:** \$15,000 Presenting; \$10,000 Reception; \$6,000 Grand Cru

PRESENTING SPONSORS

Greenberg Traurig Nestle Waters North America

RECEPTION SPONSOR

Polay Financial Management

MAGNUM SPONSOR

Viking Range Corporation McKendrick's Steakhouse

DINNER CO-CHAIRS

Mark Goldman Joel Katz

DINNER COMMITTEE

John Bevilaqua
Dayna Carney
Alexandra Fenech
John Gangemi

Gary Handler
Holly Hawkins
Bob Heatherly
Catherine Jones
David Kurzweil

Dan Lipson
Vicki Riedel
Lisa Sanders
Scott Zucker

ENTERTAINMENT ADVISORY BOARD

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WINE HOST CO-CHAIRS

Cindy and Gary Handler Holly and Chuck Hawkins

WINE HOST COMMITTEE

Kim and Tom Bigelow
Danielle and Peter Bouharoun
Dr. Laura Braswell
Dayna and Andrew Carney
Rick Crowe
John Driscoll

Kimberly and John Gangemi
Melissa Prewitt and Jim Gannon
Jill and Kevin Hill
Katie and West Johnson
Kane and Joel Katz
Debbie and David Kurzweil

Angel and Dan Marx
Todd Rushing
Sara and John Shlesinger
Kelly Wheeler
Rod Windley

**List in formation

Contact: Lynn-Anne Huck, Development Consultant, 404-734-4820, LHuck@TJMartellFoundation.org

Atlanta Mailing Address: 2870 Peachtree Road # 455, Atlanta, Georgia 30305-2918 (404) 734-4820 (615) 256-2002



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Saturday, October 15, 2011

CONTRIBUTION LEVELS AND BENEFITS

The T.J. Martell Foundation is the music industry's largest organization that funds innovative medical research focused on finding cures for leukemia, cancer and AIDS. The Foundation sources and supports early-stage research projects aimed at developing more effective clinical treatments for patients which otherwise might not be funded.

Presenting Sponsor - \$15,000

- One Premier table at the Atlanta's Best Cellars Dinner (Ten reservations, includes wine host and guest)
- Name recognition as the Presenting Sponsor on all printed materials
- Photo opportunities with celebrities
- Logo recognition on event signage
- Name recognition in the invitation and on the evening's menu (if pledged by September 9, 2011)
- Name recognition in press releases
- Special recognition during the program

Reception Sponsor - \$10,000

- One Prime table at the Atlanta's Best Cellars Dinner (Ten reservations, includes wine host and guest)
- Name recognition as the Reception Sponsor on all printed materials
- Photo opportunities with celebrities
- Name recognition in the invitation and on the evening's menu (if pledged by September 9, 2011)
- Name recognition in press releases
- Special recognition during the program

Grand Cru Sponsor - \$6,000

- One table at the Atlanta's Best Cellars Dinner (Ten reservations, includes wine host and guest)
- Name recognition on the evening's menu

Individual Ticket - \$650

Yes, I would like to participate in the 2011 Atlanta's Best Cellars Dinner at this level:

<input type="checkbox"/>	Presenting Sponsor	\$15,000	
<input type="checkbox"/>	Reception Sponsor	\$10,000	
<input type="checkbox"/>	Grand Cru Sponsor	\$6,000	
<input type="checkbox"/>	Individual Ticket	\$650	Qty: _____
<input type="checkbox"/>	I/we cannot attend, but would like to make a tax-deductible contribution of:	\$ _____	

PAYMENT INFORMATION:

<input type="checkbox"/>	Enclosed is my check in the amount of \$ _____ payable to the T.J. Martell Foundation.
<input type="checkbox"/>	Please charge my American Express Card, MasterCard or Visa in the amount of \$ _____ .
	Card Number: _____ Security Code: _____ Expires: _____
	Signature: _____

NAME: _____ TITLE: _____

COMPANY NAME:
(AS IT SHOULD APPEAR IN THE PRINTED MATERIALS)

ADDRESS/CITY/STATE/ZIP: _____

PHONE: _____ FAX: _____ EMAIL: _____

To be included in the invitation, sponsorship deadline is noon, Friday, September 9, 2011. To be included in the Dinner Program and Menu, sponsorship deadline is noon, Friday, September 23, 2011. Please email your pledge to **Lynn-Anne Huck at lhuck@tjmartellfoundation.org** or mail to the address below.

Tickets are limited; guests will check-in at the door.

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