



An interactive and educational way to deepen client relationships while supporting a worthy cause.

To support
Toast to Humanity



NINES & VINES

OVERVIEW OF THE EXPERIENCE

The Experience

Companies are always striving to be closer to their best clients as well as looking for tactical opportunities to engage prospective clients. They are looking for ways to deepen their client relationships, create unique memories for them and to enhance their own corporate brand image.

Nines & Vines is an educational wine event and customized golf Invitational that are created with you to accomplish these goals.

Through this event your company will:

1. Enhance your existing client relationships
2. Entertain and educate your clients
3. Improve your own brand image through the vehicles of golf and wine, and
4. Provide charitable funding for the support of Toast to Humanity.

While advertising is a “one way” communication with your clients, Nines & Vines is interactive and a perfect strategic initiative to complement your sales and community relations activities.

Your Nines & Vines experience is also tax deductible.





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HOW NINES & VINES WORKS

The event is an evening wine educational encounter for the client and their spouse followed by a half day Invitational style client golf outing with sponsor branded signage, contests and special activities.

All elements of the Nines & Vines experience are geared to be fun, educational and interactive for guests.





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BENEFITING TOAST TO HUMANITY

The Humanitarian Brand

As all payments for your Nines & Vines client experience are through Toast to Humanity which is a 501c3 organization, your event expense is tax deductible to the extent of the law.

The sharing of goodwill is Toast to Humanity's core purpose. Proceeds from Toast initiatives support causes our brand partners feel strongly about— the arts, the eradication of AIDS, peace-building, the environment, the welfare of women and children— all causes striving for the betterment and enrichment of humanity.

Toast to Humanity works at the center of a value chain— leveraging the purchasing power of consumers and the marketing power of brands to raise support for humanitarian causes.

By supporting Toast to Humanity you are positioning your company as a "socially responsible" company alongside a socially responsible brand that is promoted through a global media outreach.

For more information on Toast to Humanity, please visit our web site at <http://www.toasttohumanity.com>



NINES & VINES

YOUR SUPPORT OF CHARITIES

With its unique capability to act as a focal point for the support of important social causes, Toast to Humanity offers your organization an important benefit through Nines & Vines participation.

A portion of the total event payment is a charitable donation to support the humanitarian efforts of Toast to Humanity.

Working with the team at Toast to Humanity you may also select an organization which you would wish to support and part of that charitable donation can be reserved for them.

Nines & Vines is the perfect way to entertain top clients while at the same time giving to a charitable cause you feel is important.

Some of the organizations Toast to Humanity already supports are:





THE WINE EXPERIENCE

Toast to Humanity has developed exclusive relationships with wineries and wine importers from around the world. Coupled with their wine experts knowledge they are able to offer an exceptional wine educational experience and have all wine donated to this unique program.

First, a menu is custom created for each event by you, the team at Nines & Vines and the Chef at the selected resort or country club. Wines are then paired to create the perfect dining experience.

Toast to Humanity then provides members of the Society of Wine Educators to discuss each wine pairing with the group.

A 5" X 7" menu with your company logo is created and provided each guest reflecting each menu item and ingredients, the wine paired with it and the reasons.

The result is an interactive and educational experience. Each guest will learn about the best approaches to pairing wines, how wines can compliment menu items and about the benefits of a well rounded knowledge of wine.





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THE GOLF EXPERIENCE

The golf Invitational then takes place the next day. Activities are custom created with you to maximize client enjoyment, your branding and the overall quality of the experience.

With a limited field the Invitational is designed to be intimate and enjoyable for every guest. As the format is “stroke play” each golfer will have the chance to challenge the golf course.

Beginning with morning registration and breakfast the group heads to the driving range for a “Big Break” style warm up.

Several of the unique skills challenges some will experience are:

- The famous glass breaking
- Long drive contest
- Pitching accuracy
- \$10,000 instant win putting contest

Then, lead by the echoing sounds of a bagpiper the group takes to the links.





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THE GOLF EXPERIENCE

Tour quality signage is in place on the golf course, celebrity athletes can be retained, top quality tee gifts are provided and special activities placed on holes.

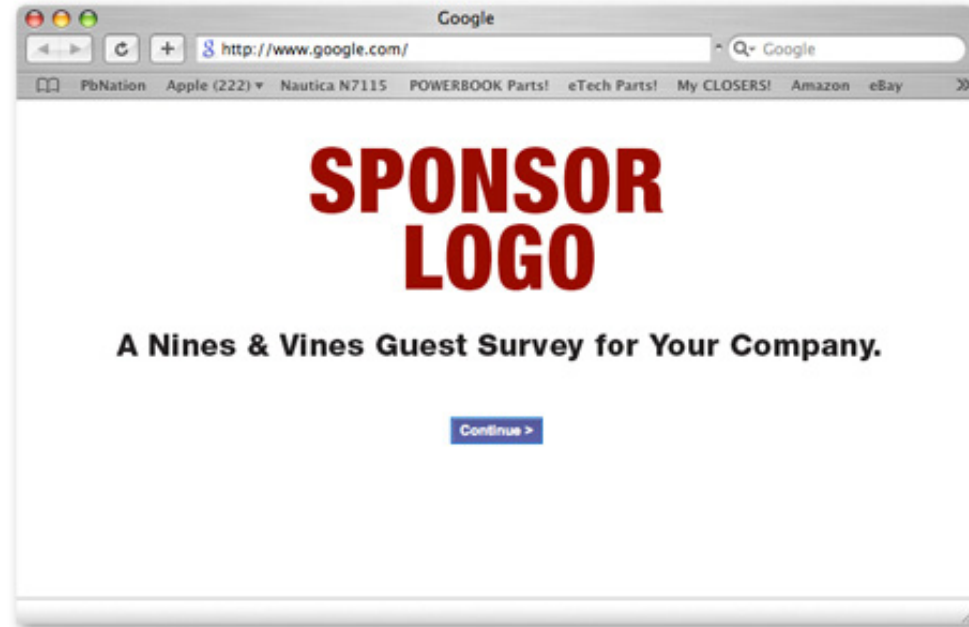
The day concludes with a luncheon and brief sponsor presentation offering thanks to the group for their time and participation. No golf awards are given, raffle prizes or other distractions to take from the quality of the day.

Special departure amenities can be provided such as a bottle of wine from the previous evening's dinner, car detailing or flowers for the golfers spouse.



MEASURED RESULTS

Following the event, a sponsor branded electronic event evaluation is created and sent to each client with consolidated results provided.



Additional follow up activities can be undertaken to extend the event impression.



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INTRODUCING YOUR TEAM - Joe Gill, The Golf Consultancy



With an eighteen-year career in tourism and hospitality sales and marketing, Joe began a new endeavor opening The Golf Consultancy in Miami, Florida in 2001.

Joe began his travel and hospitality career in Boston with the global travel company Woodside Travel Management. From there he moved to several roles with ITT Sheraton. These included Director of Corporate Travel Sales Worldwide and then, transferring to New York City as Director of Sales for a 3-hotel complex offering a 2,450 room total inventory, The Sheraton Hotels of New York.

Following ITT Sheraton, Joe accepted the challenging role as the Pre-Opening Director of Sales and Marketing for the \$500 million, 1,350 room Our Lucaya Beach and Golf Resort, on Grand Bahama Island.

Joe has served on a variety of industry Boards and Councils, has been a featured speaker at numerous trade conferences and established himself as a leader and innovator in product and program development.

He is a member of the USGA (United States Golf Association) and the NGF (National Golf Foundation). He is an Ambassador Member of The Old Head Golf Links in Kinsale, Ireland, a USGA golf course rater through the Golf Association of Florida and the South Florida Chapter President of the GTAA (Golf Tournament Association of America).





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INTRODUCING YOUR TEAM - Bonnie Skop, Toast to Humanity



Toast To Humanity was created by Bonnie as a way to combine her passion for the wine and entertainment industries with her experience in helping charitable organizations via cause branding promotions and productions.

Toast To Humanity has now become one of the most unique and ambitious cause branding promotions in the wine industry.

Coupled with her Bachelors degree in Telecommunications (Television Studies) from Michigan State University with a minor in Film from the University of California Los Angeles (U.C.L.A) and an extensive background in marketing and advertising, Bonnie's diverse experience has proven to be essential in the development of Toast To Humanity.

Her career has led her into areas of production, promotion, publicity, all areas of advertising from conceptualization to implementation and the development of cause-branding and event marketing opportunities that enhance her client's overall integrated marketing campaigns. Bonnie currently writes a column for Golfer's Guide.com called Weekend Wine Watch which is published on 23 online sites and was nominated for the 2007 South Florida Business Journal's Business Woman of the Year award.

Bonnie helped to develop new product launches for Brother International, Alamo International, Delta Dream Vacations International and Nantucket Nectars.





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INTRODUCING YOUR TEAM- Charlie Arturaola, Grappolo Blu



Sommelier Charlie Arturaola is our lead speaker for the Nines & Vines dinners and is a household name in culinary and oenological circles and he is considered one of the nation's "top 10 palates" by The American Sommelier Association . The charismatic wine expert approaches his life's passion with knowledge and enthusiasm and is in demand at food and wine events nationwide.

Arturaola is president of the Miami-based Grappolo Blu , which offers sommelier services, educational seminars, wine estate appraisals and cellar salvages.

His experience with wine embraces over 20 years as a wine speaker, cellar master, director of wine, sommelier and wine purchaser for hotels, resorts, restaurants, and luxury cruise lines. He has traveled to every wine region in the world, cultivating productive relationships with winemakers and is fluent in five languages—English, French, Italian, Portuguese, and Spanish.

Arturaola's extensive education includes a degree in journalism and broadcasting from The Press Institute in Montevideo, Uruguay and studies in European history at the University of Navarra , Spain. Arturaola belongs to The Society of Wine Educators based in Washington DC, The Vintrust Group in Sausalito, California, sits on the board of Toast to Humanity and his a delegate of The Worldwide Sommelier Association based in Milan, Italy.





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FREQUENTLY ASKED QUESTIONS

Q. What is the cost of the client dinner?

A. As you, the team at Nines & Vines and the Chef of the selected venue will custom create your menu, it will match your budgetary and experience desires.

Q. What is the size of the field for the golf Invitational?

A. The concept of the Invitational is for you to get closer to your clients or prospective clients. A larger player field is possible if you believe the experience will still be an intimate one. Additional tee times are also subject to availability at the golf venue.

Q. What type of venues can host Nines & Vines?

A. Nines & Vines can take place at most any resort or private club with top quality golf and dining facilities.

Q. How do I work with Toast to Humanity to support a charitable cause that is important to me and my company?

A. Toast to Humanity supports a variety of charitable organizations. Should there be an organization you would like a portion of the charitable funds to be given, the team at Toast to Humanity can assist. Assuming the organization meets the criteria for support, a portion of the charitable funds can be dedicated to them.





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FREQUENTLY ASKED QUESTIONS

Q. Can a second partner join as a sponsor of the event?

A. Yes. The same type of event can be undertaken with two sponsoring companies. Branding would be equally shared as well as dinner seating and golfer slots, based on the sponsors requests.

Q. Would there be a different decision making process for which charitable organization the two sponsors would like to benefit from this event?

A. No. Toast to Humanity would work with the two event sponsors and take their recommendation as to which charitable organization Toast to Humanity would make a partial donation to.

Q. What type of on course golf activities can be put in place?

A. There are a wide variety of activities that can be put in place on the golf course to increase the level of experience for your guests . We have access to celebrity athletes that can join the group, cigar rollers, trick shot artists, insurance for million dollar hole in one shots and a variety of other interactive activities.



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CALL TODAY TO DISCUSS

For additional information,
or to receive a custom quote for your own Nines & Vines experience,
please contact:

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