

# bella sera

an evening in the park

- 1 About Bella Sera
- 2 About CEI
- 3 Featured Artist
- 4-9 Sponsorship Levels
- 10 Sponsorship Form



**DATE** Saturday, May 30, 2009

**TIME** 6:00 - 10:00 p.m.

**PLACE** Renaissance Park

**PRICE** \$60.00

## WEB ADDRESS

<http://bellaseraevent.net>

<http://ceiservices.net>

Imagine an early summer evening with your friends along Chattanooga's spectacular riverfront. Indulge your senses with specialty dishes and desserts from your favorite local restaurants... complemented by select wines... with the sounds of strolling musicians and jazz ensembles playing in the background.

It's all part of Bella Sera – an annual event that is becoming one of Chattanooga's most anticipated and unique occasions – with proceeds going to support a one-of-a-kind organization, Chattanooga Endeavors, Inc. (CEI).

#### FOOD AND WINE

Specialty dishes are prepared for our guests by the top chefs of Chattanooga's favorite restaurants, including 212 Market, Southern Star, Porter's, GreenLife, SlowFood, FoodWorks, Chantek Cocolat, Great Harvest and Chantz... with unlimited samplings of wine provided by Horizon Wine and Spirits.



#### ENTERTAINMENT

Strolling musicians add to the atmosphere while a dance ensemble provides guests with the rare opportunity to dance late into the evening along the riverfront.



#### SILENT AUCTION

A silent auction brings an enjoyable competitive spirit to the event as guests bid on an intriguing selection of wines, local art, unique getaways, entertainment and a variety of wine-related merchandise.



It's autumn. The leaves are changing, along with Freddie Robinson's life. In a Chattanooga park, I talk with him and the daughter he has only recently gotten to know.

When Freddie went to prison in Arkansas, Shonda was 12. She was in Chattanooga, so she wasn't able to visit him. When he got out, the child he had said goodbye to was now a woman of 27 with children of her own.

Father and daughter are smiling as they talk, but when Freddie says, "There were things she went through, and I wasn't there for her. I know that's true," Shonda stops smiling and just rests her head on his shoulder.

“

I'll never recover the years I lost with my daughter when I was in prison, but that emptiness has helped me understand what it means to be a father...and to cherish every minute I have with my family since I've come home.

Freddie Robinson  
Graduate

While he was still in prison, he heard about Chattanooga Endeavors. At first he was skeptical. "But Endeavors is different," he says. "Endeavors never said 'no' to me. They fought for me. Beth would get up at four in the morning to drive me to work. Endeavors was there for me at my lowest point."

It took time and perseverance to become the man he is now, but he has a full-time job, attends church and is happy.

"You've got to want it," he says. "It's not going to happen overnight. It took me a year to get this job." He remembers walking in the rain from Parkridge to CEI's downtown office. "I needed it."

He doesn't judge people who still live the life he turned away from. "I understand why people break the law. I understand that they don't have money. But you don't have to steal. There are alternatives. There's help available if you're willing. My family opened their arms to me, and I had Endeavors."

As he speaks, the sun is shining through the changing leaves, and his daughter is smiling again.



*With daughter Shonda on Walking Bridge*

name: *Freddie Robinson*  
age: *55*  
family: *1 daughter (Shonda, age 27)*  
attended: *2005*  
employment: *Southern Champion Tray*

Based in Hamilton County (TN), CEI is a nonprofit organization that provides training, counseling and education services to assist former offenders as they transition from incarceration to free society. In achieving its mission, the organization operates two divisions: A training division (CEI Services) that is funded by charitable contributions and a staffing division (CEI Works) that, when fully implemented, will be self sustaining through related business income.

After graduating from the Appalachian Center for Crafts in Smithville, Tennessee, Chris Mosey set out to open a private, glass blowing studio and showroom. Chattanooga's scenic location and its progressive community known for its evolving art scene proved to be the ideal location for the studio. Established in October 2001, iGNiS Glass is strictly an in-house production, all work is designed and created by studio owner and artist, Chris Mosey. Each piece is hot worked, cold worked, packaged and shipped from the Chattanooga studio.

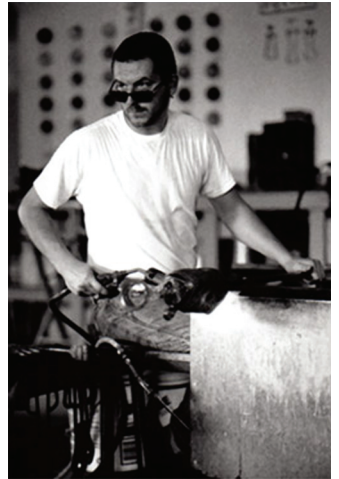
Chris' work is inspired by clay's rough textures and is influenced by his formal training as a potter. This is evident in his work, which invites touch to the tactile quality that his glass possesses. His unique art glass is produced by combining this method of thinking with traditional, Italian techniques.



Since established, the iGNiS Glass Studio has been producing and selling a steady stream of original functional and sculptural art glass for collectors and fine art galleries nation-wide. Chris' work is featured in over 60 galleries in 20 states across the country, and has appeared on The Learning Channel's popular While You Were Out program. The company was named a top three finalist in 2005 for Small Business of the Year by the Chattanooga Area Chamber of Commerce; while other art work has been selected as part of the Tennessee State Museum's permanent collection.

Experience the iGNiS process - watch our artist working in the studio!

Chris Mosey hails from Richmond, Indiana and has a strong background in art history, clay, metals and woodworking as well as years of glassblowing experience. Chris graduated in 2000 from the Appalachian Center for Crafts at Tennessee Technological University in Smithville with a Bachelor of Fine Arts degree. His glass concentration was completed under the instruction of instructor Curtiss Brock. Chris worked on Mr. Brock's glass production team from 1996-2000, and during his undergraduate career, Chris attended and taught several workshops at the Appalachian Center for Crafts, Haystack and Pilchuck Glass School. All three schools are world-renowned for their selective admissions processes and high caliber instructors. Chris also won the 2000 Niche Student Award out of 388 entries representing 63 schools in the US and Canada. He has worked closely in a professional capacity with artists such as John Miller, Jeff Zimmerman, Jonathon Christie, Marc Petrovic, Catherine Rahn, Allison Chism and Curtiss Brock.



Ignis Glass Studio  
1604 Carter Street  
The Plow Building Suite 100  
Chattanooga, TN 37402

423.265.2565 p :: 423.265.6605 f  
[www.ignisglass.com](http://www.ignisglass.com)

Sponsorship opportunities are available for businesses, religious communities and individuals interested in being a part of Bella Sera's success. Benefits at any level can be customized to fit the unique interests of event sponsors.

#### BORDEAUX

This exclusive package provides the highest level of visibility. The Bordeaux sponsor is connected to the event at every level. This sponsor is recognized as the event host, serves as the official spokesperson for television and radio commercials and has the prominent listing and logo placement on all print and web media. Recognizing the mutual benefit of multiple year commitments at this level, Bordeaux sponsors are extended the right of first refusal to claim this exclusive opportunity in subsequent years.

*\$15,000*

#### BURGUNDY

This package provides visibility in all media and is distinguished from the Zinfandel level by listing and logo placement in television and radio commercials. Burgundy level sponsors may also take advantage of display and sampling opportunities for their companies at the event.

*\$5,000*

#### BRUNELL

This package provides visibility in all print and web media and is distinguished from the Chardonnay level by listing and logo placement on billboards, posters, press releases and event invitations.

*\$2,500*

#### BAROLO

This package provides visibility in most print and web media and is used often to purchase a large number of (10) tickets to the event.

*\$1,000*

#### CELLAR'S CHOICE

This package provides visibility in some print and web media and is used by sponsors who want to purchase a large number of tickets to the event. Cellar's Choice sponsors receive a 10-15% discount on tickets purchased in groups of ten and the opportunity to share this discount with as many clients as they want.

*\$500 and up*

*Note: Benefits can be configured to fit the individual needs and interests of our sponsors. If we can modify this package to increase its value to you or your company, please let us know.*

This exclusive package provides the highest level of visibility. The Bordeaux sponsor is connected to the event at every level. This sponsor is recognized as the event host, serves as the official spokesperson for television and radio commercials and has the prominent listing and logo placement on all print and web media. Recognizing the mutual benefit of multiple year commitments at this level, Bordeaux sponsors are extended the right of first refusal to claim this exclusive opportunity in subsequent years.

## BENEFITS

### **BORDEAUX \$15,000 - The Warwick Group of Raymond James**

Forty (40) tickets to the event (\$2,000 value)

Name listed in event title

Host for television and radio commercials

Logo placement on all print and html material, including:

- Poster and flyers
- Billboards (12)
- Event program (outside cover)
- All banners and outdoor signs
- Event signs
- Sampling glasses for guests
- Invitations
- html announcements
- 15% employees and clients discount on tickets

Logo on outside of all promotional packages

Featured in all press releases and media interviews

Display and/or sampling opportunity during the event

Twelve months advertisement in CEI newsletter

Twelve months advertisement with hyperlink on CEi web page

*Note: Benefits can be configured to fit the individual needs and interests of our sponsors. If we can modify this package to increase its value to you or your company, please let us know.*

This package provides visibility in all media and is distinguished from the Zinfandel level by listing and logo placement in television and radio commercials. Burgundy level sponsors may also take advantage of display and sampling opportunities for their companies at the event.

## BENEFITS

### **BURGUNDY \$5,000**

Thirty (30) tickets to the event (\$1,500 value)

Logo placement on all print and html material, including:

- Poster and flyers
- Event program (inside cover)
- All banners and outdoor signs
- Tent/stage sign (3 available at the event)
- Invitations
- html announcements
- 10% employees and clients discount on tickets

Name listed inside all promotional packages

Featured in all press releases and media interviews

Display and/or sampling opportunity during the event

Twelve months advertisement in CEI newsletter

Twelve months advertisement with hyperlink on CEi web page

*Note: Benefits can be configured to fit the individual needs and interests of our sponsors. If we can modify this package to increase its value to you or your company, please let us know.*

This package provides visibility in all print and web media and is distinguished from the Chardonnay level by listing and logo placement, posters, press releases and event invitations.

### BENEFITS

#### **BRUNELLO \$2,500**

Twenty (20) tickets to the event (\$1,000 value)

Logo placement or name listed on print and html material, including:

- Poster and flyers
- Event program (inside cover)
- All banners and outdoor signs
- html announcements
- 10% employees and clients discount on tickets

Name listed inside all promotional packages

Mentioned in all press releases and media interviews

Twelve months advertisement in CEi newsletter

Twelve months advertisement with hyperlink on CEi web page

*Note: Benefits can be configured to fit the individual needs and interests of our sponsors. If we can modify this package to increase its value to you or your company, please let us know.*

This package provides visibility in print and web media and is used by sponsors who want limited exposure and plan to attend the event with a group of colleagues, friends or clients. The Chardonnay level is also the most popular level of sponsorship for individuals that want to support the event by donating tickets back for resale or to be used by guests that cannot personally afford the cost of admission.

## BENEFITS

### CHARDONNAY \$1,000

Ten (10) tickets to the event (\$500 value)

Name listed on print and html material, including:

- Poster and flyers
- Event program (inside)
- All banners and outdoor signs
- html announcements
- 10% employees and clients discount on tickets

Name listed inside all promotional packages

Mentioned in all press releases and media interviews

Twelve months advertisement in CEi newsletter

Twelve months advertisement with hyperlink on CEi web page

*Note: Benefits can be configured to fit the individual needs and interests of our sponsors. If we can modify this package to increase its value to you or your company, please let us know.*

This package provides visibility in print and web media and is used by sponsors who want to purchase a large number of tickets to the event. Cellar's Choice sponsors receive a 10% discount when purchasing 10 tickets and a 15% discount when purchasing 20 tickets. Not only is this the most cost effective way of enjoying Bella Sera with a large group, it also provides an attractive opportunity for client development through customized email campaigns and special discount coupons.

## BENEFITS

### **CELLAR'S CHOICE \$500 and up**

Ten (10) tickets to the event (\$500 value)

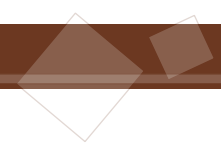
Name listed on the inside cover of the evening's program

Name listed in CEI newsletter featuring Bella Sera Logo and link on the CEI web page

Customized email campaign with 10% discount coupon for clients

Twenty (20) tickets to the event (\$1,000 value) Name listed on the inside cover of the evening's program Name listed in CEI newsletter featuring Bella Sera Logo and link on the CEI web page Customized email campaign with 15% discount coupon for clients

As a Cellar's Choice sponsor, an e-mail invitation is prepared for you to send to your clients, business associates, family and friends with a digital coupon for a special discount on advance ticket purchases. A perfect offering for client development, employee appreciation and customer relations.



\_\_\_\_\_  
Name of sponsor to be published

\_\_\_\_\_  
Name of contact person

\_\_\_\_\_  
Street address

\_\_\_\_\_  
City, State, ZIP

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
E-mail

\_\_\_\_\_  
Billing Contact

\_\_\_\_\_  
Website

Sponsorship Levels

- Bordeaux *\$15,000*
- Burgundy *\$5,000*
- Brunello Di Montalcino *\$2,500*
- Barolo *\$1,000*
- Cellar's Choice *\$450 and up*

Cash Donation \_\_\_\_\_

In-Kind Donation \_\_\_\_\_

\_\_\_\_\_  
If in-kind please specify type of product, amount and value to be donated.  
Please mail this form with payment to:

Chattanooga Endeavors, Inc.  
Attn: Bella Sera  
P.O. Box 3351  
Chattanooga TN 37404

*Please contact Brad Wayne at 423.266.1888 for logo submission requirements and procedures.*



\_\_\_\_\_  
Name of restaurant to be published

\_\_\_\_\_  
Name of contact person

\_\_\_\_\_  
Street address

\_\_\_\_\_  
City, State, ZIP

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
E-mail

\_\_\_\_\_  
Website

Menu Selection

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please mail or fax this form to:

Cathy Darnell  
305 Nelson Road  
Chattanooga, TN 37421

866.793.5471 *fax*

*Please contact Brad Waye at 423.266.1888 for logo submission requirements and procedures.*