

September 22, 2011



To Whom It May Concern:



The **BB&T Charleston Wine + Food Festival®**, a 501(c) (3) non-profit organization, has been praised as one of the top five food and wine festivals in the U.S. by *Forbes Traveler*. This year's Festival, on March 1-4, 2012, savors the best that the city of Charleston, SC has to offer and helps support important charitable endeavors.

We hope to lend a hand in raising charitable donations for our 2012 Signature Charity, the chef driven anti-hunger campaign **Feed the Need** and our 2012 Emerging Project **Lowcountry Local First's Incubator Farm and Training Center**. We are planning to raise money in a variety of ways, including a new Auction Event to the Festival, which will help contribute to our charitable effort.

**To help us accomplish our mission, we are seeking items to feature in our Auction Event.** Some sample items to donate include getaways, unique experiences, dining certificates, selected wines, art and jewelry, kitchenware, etc. The more creative the item the better!

On top of providing the donated item for a charitable purpose, donors of the Auction will also be promoted to an affluent market as your item is up for bid and will be listed in the Festival Official Program, inserted in the *Post and Courier*. **This is a unique marketing opportunity to showcase your product or service**, as the Festival will be heavily promoting the Auction Event on the Festival website, in newsletters, and in various advertising opportunities.

Last year's Festival raised \$75,000 for the Signature Charity and scholarship funds for the Culinary Institute of Charleston, the Art Institute of Charleston and the College of Charleston. Our goal is to raise even more this year.

**We appreciate your support in advance!** As a new feature to help make the auction recruitment process easier on the donors, we are offering a form online that you can submit your donation to. The link to the Auction Donation Form is <http://www.formstack.com/forms/?1113494-0JX5OaQYgE>

If you have any questions or ideas, please feel free to contact us anytime at (843) 727-9998 x1.

Sincerely,

Angel Passailaigue Postell  
Executive Director

Rick Jerue, Chair  
Board of Directors