



Dear Vintner,

I would like to invite you to join me in participating in the Lexington Cancer Foundation's 2010 Kentucky Bluegrass Wine Auction. I had the pleasure of attending and donating to the 2009 wine auction and was so impressed by the auction and the Lexington Cancer Foundation's charitable giving that I wanted to commit at a deeper level.

As the Vintner Chair for the 2010 Kentucky Bluegrass Auction, I can assure you that your involvement will be rewarding. Most important is the fact that 100 percent of all auction proceeds go directly to cancer research, education and care. Your donation of an auction item or attendance to the auction means guaranteed funds toward the battle against an illness which has touched all of our lives in some way.

With the Lexington Cancer Foundation, fighting for a cause can also be a lot of fun! The beauty of Lexington, the Southern hospitality, the thrill of the Kentucky Derby and the enthusiasm of the wine lovers attending the auction make for a weekend well worth your time.

I urge you to get in touch with Executive Director Kristi Martin, Auction Chair Martha Mayer, or myself if you have any questions about attending or donating to the 2010 Kentucky Bluegrass Auction.

Pack up some large formats of your finest wines and join me for a Mint Julep in Lexington this coming April!

Best regards,

Madaiah Revana

Madaiah Revana
Vintner Chair
Revana Family Vineyard



Kentucky Bluegrass Wine Auction

Dear Vintners,

Greetings from the Lexington Cancer Foundation! Excitement is building for the Kentucky Bluegrass Wine Auction, which will be held **Thursday, April 29, 2010**, during the most exciting time of the year in Kentucky – Derby week! Your generous participation in the past has helped the Foundation raise over 2.5 million dollars in four short years for cancer research, education and patient care.

The 2010 event will again be held in the heart of the Bluegrass, Lexington, Kentucky at the historic Keeneland Racecourse. Keeneland has been a highlight of the horse racing industry for well over 70 years. It is a striking venue, surrounded by the rolling hills of beautiful horse farms. Our 2009 event was a tremendous success with over 300 guests in attendance, and well over 100 patrons on the waiting list to attend. This upcoming year we are expanding the venue onsite at Keeneland to accommodate the growing interest of this exciting Auction!

The Foundation would like to thank Paula Kornell for her dedication and guidance as our 2009 Vintner Chair. We are pleased to announce that Dr. Madaiah Revana of Revana Family Vineyards will be our 2010 Vintner Chair. We are grateful to all of you that have participated with our Auction in the past and hope you will consider joining us again 2010! If you have not participated with us in the past for this unique event, please consider adding us to your calendar this year. There are many wonderful reasons to participate in our growing Auction:

- Over 2.5 millions dollars raised for cancer in 4 short years, with 300 guests in attendance each year
- 100 percent of the Auction proceeds go to cancer research, education, and patient care
- Auction patrons are high net worth individuals with an interest in wine, who reside all over the Unites States and internationally
- Opportunity to increase clientele and sales
- Access to Auction patron mailing and email list
- 55 Degrees is donating the storage of wine for your Auction, making it easy to get your wine to Kentucky
- Participants will have exclusive opportunities to access behind the scenes horse farm tours, and more!

Kentucky Bluegrass Wine Auction

The Foundation has an exciting week planned with a variety of opportunities for participation:

- Private Vintner Dinners in Exclusive Lexington, Kentucky Homes
– *Wednesday, April 28*
- Kentucky Bluegrass Wine Auction at Keeneland Racecourse, Lexington, Kentucky
– *Thursday, April 29*
- Private Vintner and Auction Sponsor Dinner (Location TBD, Lexington, Kentucky)
– *Friday, April 30*
- The Kentucky Derby at Churchill Downs, Louisville, Kentucky – *Saturday, May 1*

The Foundation greatly appreciates your interest and hopes that you will join in our mission to raise funds in the fight against cancer. Kentucky is truly a unique place to visit, especially during the week of the Kentucky Derby. We hope that you will join us for some southern hospitality and participate in our 2010 event!

Warm Regards,

Kristi Martin
Executive Director
The Lexington Cancer
Foundation, Inc.

Martha Mayer
Wine Auction Chair, Board Member
The Lexington Cancer
Foundation, Inc.

Dr. Madaiah Revana
Vintner Chair
Revana Family Vineyards



THE LEXINGTON CANCER FOUNDATION, INC.

Fundraising for cancer research, education and care

For more information about the Kentucky Bluegrass Wine Auction, go to www.lexingtonfoundation.org or call **888.388.2620**.



THE LEXINGTON
CANCER FOUNDATION, INC.
Fundraising for cancer research, education and care

2010 Kentucky Bluegrass Wine Auction

Vintner Donation Reply Form • Thursday, April 29, 2010 • Lexington, Kentucky
Form due by February 1, 2010

Winery Name (as you would like it listed in our materials)

Additional Winery Name (you may list up to two establishments for listing in invitation, program, signage, etc.)

Primary Contact

Telephone Number

Street Address

City

State

Zip Code

Fax Number

Email (please print clearly)

Yes, we will attend the Auction We will not attend, but will donate to the Auction

Who will be attending? _____

Please supply us with digital images of your bottles, labels, or winery (300 dpi resolution) by **March 1, 2010**.
Please email them to info@lexingtonfoundation.org.

Shipping

Please indicate below how you will ship your wines to the Auction. 55 Degrees is the easiest and most efficient way to transport your wine to our auction and at no cost to you. 55 Degrees is graciously donating the proper storage of your wines before it is shipped to Kentucky.

Please make sure wines that need to be chilled are boxed and shipped separately from those that do not. This is very important! **Please send donations to one of the following no later than March 12, 2010.**

55 Degrees

Fulton Lane Warehouse

St. Helena, California 94574

Call Neil Aldoroty to schedule delivery:

(707) 963-5513, ext.103

(Please use the attached form and place two copies on each

box you deliver to 55 Degrees. Make sure your wine is packed in a shipping container)

I will ship through my Kentucky distributor.

The Lexington Cancer Foundation, Inc.

1504 College Way

Lexington, Ky 40502

2010 Kentucky Bluegrass Wine Auction

Donation Levels

Private Vintner Dinners in Exclusive Lexington homes (Three dinners are still available, Wednesday, April, 28)

Participating vintners will attend a private dinner for ten in an exclusive Lexington home. One vintner will be featured at each location, pouring their wines for hors d'oeuvres and dinner. Vintners must be available to attend the dinner. Guests attending the dinners are top donors and sponsors of the Foundation.

Yes, I will participate

Quantity	Name of Wine	Vintage	Retail Value

Wines for Pouring/Cocktail Hour at the Kentucky Bluegrass Wine Auction (Thursday, April 29; 400 guests)

- Wine to be poured at a station during cocktail hour with one representative in attendance
- Wine to be poured during cocktail hour without a representative

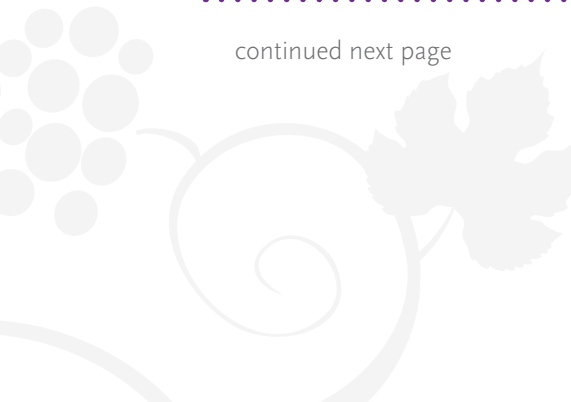
Quantity	Name of Wine	Vintage	Retail Value

Wines for Auction Dinner at the Kentucky Bluegrass Wine Auction (Thursday, April 29; 400 guests)

- Table Host** - Wine to be poured at a table of ten for dinner with one winery representative as table host
- Wine to be poured for dinner without a representative present

Quantity	Name of Wine	Vintage	Retail Value

continued next page



2012 Kentucky Bluegrass Wine Auction

Donation Levels, continued

Auction Donation

Please attach any additional information that helps describe your wine. If your donation includes items other than wine (tours, luncheons, dinners, etc.), please attach pertinent information and email digital images (300 dpi) to info@lexingtonfoundation.org.

- 1 large format bottle to paired with a live auction lot
- Vertical to be paired with a live auction lot
- Private tour and tasting of vineyard with a large format bottle or vertical
- Private tour, tasting with lunch and a large format bottle or vertical
- Private tour, tasting with dinner and a large format bottle or vertical
- Private vineyard stay

Quantity	Name of Wine	Vintage	Retail Value

Package Donation: Please describe your donation; attach additional information, if necessary

Other Donation: Please describe your donation; attach additional information, if necessary

Private Vintner and Sponsor Dinner - Location to be determined (Friday, April, 30; 100 guests)

Provide wine to be poured for hors d'oeuvres and a table for ten. Guests attending the dinners are top donors and sponsors of the Foundation.

- Yes, I will participate

Quantity	Name of Wine	Vintage	Retail Value



2010 Vintner Derby Experience Package

2010 Kentucky Derby – Saturday, May 1, 2010

\$2500 for single occupancy, \$4000 for double occupancy

Includes ticket, lodging, and transportation

8 box seats still available, 2 seats per winery

Eligibility Requirements

Vintners that participate in the Private Vintner Dinners on April 28, in addition to the pouring during cocktail hour and as a table host for the auction dinner have first right of refusal for tickets. Eligible vintners must attend the Kentucky Bluegrass Wine Auction and participate in the pouring during cocktail hour and as a table host for the auction dinner.

Includes

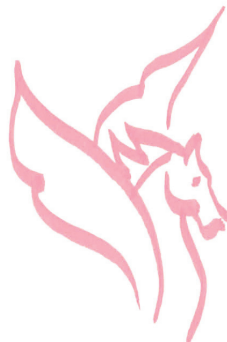
- Four nights at a hotel to be determined in Lexington, Kentucky (April 28, 2010 through May 1, 2010; price will be adjusted for those not staying four nights)
- Roundtrip transportation and refreshments on a bus to the Kentucky Derby in Louisville, Kentucky, hosted by the Lexington Cancer Foundation board members (Saturday, May 1, 2010)
- One box seat near the finish line at The Kentucky Derby at Churchill Downs in Lexington, Kentucky (impossible to get!)
- Recognition on the Lexington Cancer Foundation website
- Full page four-color ad in the Kentucky Bluegrass Wine Auction Catalogue
- Access to the Lexington Cancer Foundation's Kentucky Bluegrass Wine Auction mailing list, to be provided two weeks after the Auction also with available email addresses.

Yes, I will participate, number of tickets _____ (You will be invoiced for payment once this form is received)

Donation Deadlines

We request that this donation form be received back to the Foundation office no later than February 1, 2010 to ensure inclusion in our catalogue. Donation forms received after February 1, 2010 may be listed by addendum only. We want to make sure you are receiving the marketing and attention you deserve! We will confirm receipt of this form by email. If you have any questions, please call 888.388.2620. Please fax or mail a copy of this form to the Foundation office at 859.388.2622, or mail to:

Kentucky Bluegrass Wine Auction
The Lexington Cancer Foundation, Inc.
1504 College Way
Lexington, KY 40502



**THE LEXINGTON
CANCER FOUNDATION, INC.**

Fundraising for cancer research, education and care

