2011 TASTE OF NASHVILLE
RESTAURANT PACKAGE

Taste of Nashville
The Cannery Ballroom at Mercy Lounge
November 18, 2011
7 pm to 1:00 a.m.
Potential Restaurant Partner of the Phoenix Club’s Taste of Nashville:

On behalf of the Phoenix Club of Nashville (PCON), I would like to thank you for your consideration to support the Taste of Nashville. Our organization’s members are very excited about continuing our support of The Boys and Girls Clubs of Middle Tennessee. In our 10 years, we have donated over $750,000 to the local clubs, and we sincerely hope that you will join us in our efforts.

In August of this year, the PCON sponsored 60 Nashville boys and girls to attend YMCA’s Camp Widjiwagan summer camp program (see press release in sponsorship package).

In becoming a collaborator of the Taste of Nashville, your company will gain great visibility with a fairly broad audience in the Nashville community. Last year we had almost 500 people attend our event, and we are expecting well over 500 attendees this November. A partnership with The Taste of Nashville would also expose your brand to our valuable target audience, which consists primarily of successful, young professionals.

Within this package, you will find an overview about The Phoenix Club of Nashville, the Boys and Girls Clubs of Middle Tennessee, The Taste of Nashville, and a variety of partnership options. If you have any questions regarding our sponsorship offerings, do not hesitate to contact me.

Once again, I would like to thank you for your time and interest in The Taste of Nashville.

Best regards,

J. Blake Adams
2011 Taste of Nashville Chair
(615)335-0408
badams@insbanktn.com
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I. PCON Overview
**About The Phoenix Club of Nashville**

The Phoenix Club of Nashville (PCON) is a registered non-profit organization in Nashville, Tennessee that raises money for the Boys and Girls Clubs of Middle Tennessee. The Phoenix Club was founded in Memphis, TN in 1955, but a few men the Nashville market started PCON in 1999. Since that time, we have raised over $750,000 for the Boys and Girls Clubs of Middle Tennessee, which has proven to make a clear and measurable difference in our community.

In addition to our club’s fundraising aspirations, we provide a social networking setting for successful young professionals in the Nashville area. The club is represented by only men who range in age from 25-40 years old.

**Keeping it Local**

It is important to the PCON board of directors that the organization maintains an intense focus on the local communities in which they are active. Although founded in Memphis, TN our Nashville Chapter earmarks all locally raised funds for the Boys and Girls Clubs of Middle Tennessee. That said, the fundraising efforts and subsequent disbursements to beneficiaries are separated; all fundraising that is earned in Nashville stays within our community.

**PCON’s Flagship Events**

Although there are several smaller fundraisers throughout the year, our organization has historically focused on hosting three “flagship” events per annum within the represented markets. The Nashville club has hosted an annual event called “The Taste of Nashville”. Last year, the Taste of Nashville was hosted at the historic Cannery Ballroom, and each attendee was given the opportunity to sample signature dishes from over 30 local restaurants. In addition, each person could enjoy an open bar and live music from local band entertainment. Last year’s event was a huge success, as almost 500 people were in attendance. In the subsequent pages of this package, you will find more detailed information about The Taste of Nashville.

Three years ago, the club began hosting an event known as “The Late Party”, in conjunction with The Boys & Girls Club annual dinner fundraiser. The event was hosted in the barn at Loveless Café for two years, and each attendee was able to enjoy live music, biscuits from the historical restaurant, and an open bar. We had over 350 people in attendance, and the event was a huge success. This year, that event was held at the elegant and modern The Hutton Hotel following the Boys & Girls Club annual fundraising dinner held there.

Perhaps the least glamorous event is our club’s most important. Each year our club has a corporate holiday card sales campaign. Each year, some of Nashville’s most talented artist’s team up with our club to provide high quality cards for local corporations to spread holiday cheer. Historically, the holiday card campaign has been our club’s largest fundraiser. Despite decreases in corporate expenditures and the ever-growing “green movement”, The Phoenix Club of Nashville enjoyed very high results during last year’s campaign, garnering over $100,000 in greeting card sales.
The Phoenix Club of Nashville would like to continue their growth within the Nashville market. We would like to increase attendance and profitability for each of the aforementioned “flagship events”, but we also believe there is potential of adding one or two more large fundraising campaigns. In addition, we plan to be more specific about our club’s contribution to the Boys and Girls Club. For example, we earmarked approximately 20% of last year’s contribution for sending children of Boys and Girls Club to summer camp. With those special directions, the Boys and Girls Club will be able to provide several of their deserving children with scholarships to the YMCA’s Camp Widjiwagon. It is our hope that the children who are given the camp experience will be impacted in a profound way.

About the Boys and Girls Clubs of Middle Tennessee

The Boys and Girls Clubs of Middle Tennessee (BGMT) exists to provide boys and girls ages 6 - 18 with a place to learn, grow and succeed. Their club offers five nationally recognized programs:

- Character and Leadership Development
- Education and Career Development
- Health and Life Skills
- The Arts
- Sports, Fitness and Recreation

The BGMT has five locations and reaches over 3,500 youth per year. They operate in Davidson and Williamson Counties and are affiliated with the national Boys and Girls Clubs of America. Since 2004, BGMT has seen 100% of their high school seniors graduate high school, and 64% of those seniors enrolled in college. In addition, 100% of the high school members who attended the annual college tour enrolled in college. The BGMT is also a safe haven for many children and their single parents. Roughly 65% of the BGMT’s attendees are from a single parent home, and nearly 85% are economically disadvantaged.
II. 501(C)(3) Letter of Determination
INTERNAL REVENUE SERVICE

DEPARTMENT OF THE TREASURY

P. O. BOX 2508
CINCINNATI, OH 45201

Date: AUG 25 2005

PHOENIX BENEFIT INC
C/O JENNIFER-BLAIR WARD
104 WOODMONT BLVD STE 410
NASHVILLE, TN 37205-6000

Employer Identification Number:
62-1855716

DLN:
170532187718025

Contact Person:
DEL TRIMBLE

Contact Telephone Number:
(877) 829-5500

Public Charity Status:
170 (b) (1) (A) (vi)

Dear Applicant:

Our letter dated JULY 2003, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation, during an advance ruling period.

Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at www.irs.gov.

If you have general questions about exempt organizations, please call our toll-free number shown in the heading between 8:30 a.m. - 5:30 p.m. Eastern time.

Please keep this letter in your permanent records.

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely yours,

Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Letter 1050 (DO/CS)

The Phoenix Club of Nashville
73 White Bridge Rd, Suite 103-126
Nashville, TN 37205
III. Board of Directors
Thomas Hoy
HCA Healthcare
President

Steven Elliot
ACS/Xerox – Midas+
EVP & President-Elect

Ben Shuster
Corrections Corporation of America
VP of Programs

James Story
Story Capital Group, LLC
VP of Membership

Todd Meador
Cumberland Consulting Group
VP of Events

Clay Jackson
The Entrepreneur Center
VP of Publicity

Eric Kimmerling
Patterson, Hardee & Ballentine, P.C.
Treasurer

Todd Whitacre
Aetna
Secretary

Clay Stauffer
Woodmont Christian Church
Chaplain

Landon Gibbs
Clayton Associates
Director/Past President

Chad Blackburn
ACS/Xerox – Midas+
Director

Craft Hayes
Bernard Health
Director

Caleb Graves
Healthcare Council
Director

Josh Anderson
Keller Williams
Director

Josh Eaves
US Radiosurgery
Director
IV. The Taste of Nashville
For the past ten years, The Phoenix Club of Nashville has hosted an annual event called “The Taste of Nashville”. Last year, The Taste of Nashville was hosted at the historic Cannery Ballroom, and each attendee was given the opportunity to sample signature dishes from over 30 local restaurants. In addition, each person could enjoy an open bar and live music from several local bands. Last year’s event was a huge success, as almost 500 people were in attendance. In addition, the event generated over $12,000, which was entirely dedicated to the Boys and Girls Clubs of Middle Tennessee.

The Phoenix Club of Nashville has already begun capitalizing on last year’s success. This year’s structure will be very similar to the 2010 version and again take place at the historic Cannery Ballroom in the historic Mercy Lounge on Cannery Row. This year’s event will take place on Friday, November 18th from 7 pm – 1:00 am, and the cost of admission will be $50. Our board expects more than 500 people will attend this year’s event.
VI. Restaurant Packages
taste of nashville

Friday, November 4th

7 p.m. - 1:00 a.m.

Please join us at The Cannery Ballroom at Mercy Lounge and enjoy samples of Nashville’s best food. All proceeds benefit The Boys and Girls Clubs of Middle Tennessee

Restaurant Sponsor

Bring a signature dish to share. Also provide someone to operate your table and explain/fix/distribute your dish. Last year we had 500 attendees and the Board’s goal is for well over 500 this year. Bring as much food as you can or care to bring.
The Phoenix Club of Nashville
Presents
Taste of Nashville 2011
www.phoenixclubofnashville.org
A Fundraiser for the Boys & Girls Clubs of Middle Tennessee
The Cannery Ballroom at Mercy Lounge / Friday, November 18th

RE: Taste of Nashville 2011

Taste of Nashville 2011 is quickly approaching. We were very pleased that so many fine restaurants participated in last year’s very successful Taste of Nashville event and hope that you will join us on Friday, November 18th, 2011 in making our tenth annual Taste of Nashville the best event of the year.

As a restaurant, this event is sure to expose you to your target demographic of patrons, “foodies,” and restaurant reviewers in the Nashville area. This exciting event mirrors enormously successful events in other cities like Chicago, Atlanta, New Orleans, and Charleston and puts the spotlight on Nashville as the great culinary city it has become. Patrons will enjoy the best food and drink our city has to offer while raising money for the Boys and Girls Club of Middle Tennessee.

In order for the Taste of Nashville 2011 committee to organize the event, it is very important that you respond by Friday, October 7th. We have a limited numbers of spaces available and want to ensure you get one of those spots. To reserve a space, complete the attached Vendor Participation Form with the necessary information and return to your Taste of Nashville representative. Tables will be reserved on a first-come, first-serve basis. There is no fee to participating. We look forward to your participation with the Best Restaurants of Nashville!

Help us continue to make Taste of Nashville THE premiere tasting and fundraising event of the year!

Regards,

J. Blake Adams
Chair- Taste of Nashville 2011
badams@insbanktn.com
Cell: 615-335-0408
Event Summary

What: “Taste of Nashville” allows Nashville’s great restaurants to take the stage to demonstrate why Nashville has become a premiere culinary city. This annual event provides an opportunity for residents of Nashville to explore the best food and drink from Nashville’s finest restaurants, all in one entertaining venue. For a single fixed ticket price, guests will be treated to the signature dishes of the best restaurants Nashville has to offer, along with full open bar, live entertainment, and special events. All proceeds raised from the event benefit the Boys & Girls Club of Middle Tennessee.

The event is organized by the Phoenix Club of Nashville. We are a charitable organization comprised of 25 to 39 year-old professional men in Nashville whose mission is to raise money for the Boys & Girls Club of Middle Tennessee. A crowd of 700 guests, focused in Nashville’s core restaurant demographic, is anticipated to be in attendance.

Who: The stars of the evening are the 30+ best restaurants and food establishments in Nashville. Each participating restaurant is provided a station to prepare a dish(s) of their choosing.

When: Friday, November 18th, 2011
7:00 pm – 1:00 a.m.

Where: The Cannery Ballroom at Mercy Lounge
One Cannery Row, Nashville, TN 37203 (off 8th Ave.)

Each participating Restaurant will be provided, a station to prepare a dish or dishes of your choice. Guests will approach each station to be served. Each station will include:

- One 30” x 96” serving table (additional available upon request)
- Tablecloths (Black)
- 110-volt power / Basic lighting

Each participating Restaurant is expected to serve a dish or dishes of your choice. **Again, there is no fee for participating.** This responsibility includes that the restaurant provide:

- Food, whether your best appetizer, entrée, or dessert. The food should be served “tapas” style in a small serving. Approximately 700 guests are expected so plan servings appropriately but bring as much as you feel comfortable bringing.
- Any necessary cooking, heating or cooling equipment. No open flames or gas.
- Serving dishes and utensils
- Plates, napkins, cups, and silverware to serve your dish
- Required Restaurant staff to prepare and serve the food
- Restaurants are free to provide whatever ambiance you wish for your space. This can include flowers, centerpieces, candles (in votives), lighting, signage, and visuals. It’s your restaurant, and creativity is encouraged!
The Phoenix Club of Nashville
Presents

Taste of Nashville 2011
www.phoenixclubofnashville.org

A Fundraiser for the Boys & Girls Clubs of Middle Tennessee
The Cannery Ballroom at Mercy Lounge / Friday, November 18th

VENDOR PARTICIPATION INFORMATION
Please complete and return by Friday, October 7th to:
Blake Adams, Reference: 2011 Taste of Nashville,
2505 21st Ave S, Ste 204, Nashville, TN 37212

Restaurant/ Business Name: ______________________________________________________

Restaurant/ Business Address: __________________________________________________

City: __________________________ State: _______ Zip: ____________

Phone: _______________________ Fax: _________________________

Restaurant/ Business Website: _________________________________________________

Signature Dish/Drink(s): _________________________________________________

Tables Requested: (Circle Appropriate Number)               One             Two

Contact Individual: ______________________________________________________

Phone (contact individual): ______________________________

Email (contact individual): _______________________________________________

Note: email is preferred method of communication

Spaces are reserved on a first-come, first-serve basis.
The Phoenix Club of Nashville
Benefitting the Boys and Girls Clubs of Tennessee

FOR IMMEDIATE RELEASE –
August 12, 2011

Contact: Clay Jackson
Clay.Jackson@entrepreneurcenter.com
615-873-1257

*Media Advisory and Press Release*

WHEN - Tuesday, August 9, 2011
9:30 - 11:00 a.m.

WHERE - YMCA Camp Widjiwagan
3088 Smith Springs Rd
Antioch, TN 37013

Phoenix Club of Nashville Sponsors Summer Camp for
60 Nashville Boys and Girls

NASHVILLE, Tenn. – The Phoenix Club of Nashville in partnership with the Boys and Girls Club of Middle Tennessee and Camp Widjiwagan is sponsoring 60 Nashville boys and girls to attend YMCA Camp Widjiwagan on August 7-10.

The Phoenix Club, recognized for its annual fundraiser Taste of Nashville and holiday greeting card drive, was formed to support programs for the community’s youth and to challenge young professional men to be community leaders.

Over the past year, the Phoenix Club has hosted social and professional events to raise the funds that enable kids to enjoy the summer camp experience before returning to school in August.

“In a tough economic year, when many families would otherwise be unable to send their children to summer camp, the Phoenix Club is thrilled to be able to provide these Boys and Girls Club kids with the opportunity to build life skills and a positive self-image at Camp Widjiwagan,” said Thomas Hoy, President. “The outstanding success of our events in the past year and the generosity and leadership of Mark Weller and Dan Jernigan as well as the Board of Directors of Camp Widjiwagan made this incredible gift possible for these kids.”
Members of the Press are invited to join the Phoenix Club of Nashville and the Boys and Girls Club of Middle Tennessee at Camp Widjiwagan to meet the kids and see the formation of childhood memories first-hand.

About the Phoenix Club of Nashville

The Phoenix Club of Nashville (PCON) is a registered 501(c)(3) nonprofit all-men’s organization based in Nashville, Tennessee that raises money in social settings for the benefit of disadvantaged youth. The Phoenix Club parent organization was founded in Memphis in 1955, with the Nashville Chapter being founded in 2001.

To fulfill its mission, PCON supports the Boys and Girls Clubs of Middle Tennessee and works to increase their documented effectiveness in our community. Since the Boys and Girls Clubs have proven to make a measurable difference in our community, the Phoenix Club proudly champions their cause.

Through the support of Nashville boys and girls, PCON has contributed $750,000 to the Boys and Girls Clubs of Middle Tennessee by challenging young professional men to be community leaders. Our member base is a dynamic cross section of young professionals. Among Phoenix Club alumni in Nashville are countless Non Profit board members, community leaders, businessmen, entrepreneurs, bankers, sales professionals, attorneys, architects, engineers, developers, insurers, accountants, and physicians. Together,

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