

# The Chautauqua Bon Vivant

*A Luxury Experience of Culinary, Wine & Spirits*

To Benefit



August 22nd – 23rd at the  
Chautauqua Suites Hotel & Expo Center

The Chautauqua Bon Vivant 2009



# Overview

Centaur Stride, together with The Bijou Group, LLC, will hold the first annual Chautauqua Bon Vivant- A Luxury Culinary, Wine & Spirits Festival, August 22<sup>nd</sup>- 23<sup>rd</sup>, 2009 at the Chautauqua Suites Hotel and Expo Center.

The Bon Vivant, to be enjoyed by hundreds, will showcase national and local wineries, present premium spirits and top mixologists, present breweries, platform local and national vendors, and highlight superior quality cuisine during a weekend of lavish tastings and special events.

This two-day event that delights in the rich agricultural and cultural bounty of Chautauqua County and New York State includes: Saturday Wine Pairing Lunch, VIP Cocktail Reception, Grand Tasting, and Sunday's Champagne Infused Brunch.



# America's Grape Country Week

In collaboration with America's Grape Country Week (August 15th-23rd), Western New York's largest wine event, the Bon Vivant caps off the week with the most luxurious experience of cuisine, wine and spirits attracting affluent guests from near and far.

America's Grape Country honors the oldest, largest Concord grape-growing region in the world and the Chautauqua Bon Vivant accentuates this community pride with the week's most extravagant Grand Finale!

Guests will taste-test the County's glorious yield, made available primarily by local orchards, gardens, farms, and food and beverage production businesses.

Local harvested produce will include: apples, corn, grapes, peaches, tomatoes, raspberries, blackberries, blueberries, pears, basil, mint & more....





# The Beneficiary- Centaur Stride

Opened in 1993, Centaur Stride is a 501(C)3 not-for-profit therapeutic and recreational horseback riding facility. Centaur Stride provides access to the benefits of horseback riding to a broad spectrum of individuals with disabilities.

Programs are designed to improve many facets of the lives of riders, their families and the individuals working with them. Integrating lessons to allow riders without disabilities to participate creates awareness of the basic human needs of friendship, understanding and inclusion for all.

Some make significant improvements in their physical abilities, but all riders, whether their challenges are physical, mental or emotional, or a combination of all of the above, make great "strides". Today, more than 150 individuals benefit annually.



[www.CentaurStride.org](http://www.CentaurStride.org)

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# About Chautauqua County

With 30,000 vineyard acres nestled in a narrow band along Lake Erie- one will find America's Grape Country. This is the largest grape growing region in the United States, outside of California, and home to the oldest and largest Concord grape growing region in the world. \*

The Culinary, Wine & Spirits Festival will offer an exquisite dimension to agritourism- attracting affluent visitors to enjoy this secret, lush, corner of New York State.

[TourChautauqua.com](http://TourChautauqua.com)



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**Bon Vivant**



Mayville



# Economic Stimulus

The Chautauqua Bon Vivant is a celebration of New York's wine country- but also heavily focused on premium spirits, beer & upscale cuisine.

Guests will gather to experience the State's glorious yield, made possible and available by a deeply rooted and progressive agricultural community. New York State's orchards, gardens, farms, beverage and food production industries are represented by purveyors at a smorgasbord of exceptional edibles, and premier vintages from New York State wineries are poured for guests. Top Mixologists will also be on site- creating gourmet libations embracing the country's local harvest features.

An exposition of this magnitude brings together the very best. The event will:

- Bring awareness to and add excitement/stimulate business in the state and local community.
- Build on the existence and prestige of Chautauqua Institution
- Attract affluent visitors
- Support Centaur Stride Therapeutic Horse Back Riding Programs- a local not for profit
- Introduce and sample guests to premium products



# Schedule of Events

## Events:

- Wine Pairing Lunch
- VIP Cocktail Reception
- Grand Tasting
- Champagne Brunch
- Tour Centaur Stride

## Harvest features include:

Apples- harvested July-Nov

Grapes-harvested Aug- Nov

Peaches- harvested Aug- Sept

Raspberries- harvested July- Sept

Blueberries- harvested July- Oct

Tomatoes-harvested July- Oct

SATURDAY AUGUST 22nd		
1-3pm	Wine pairing lunch at Olives	\$ 35.00
4-6pm	VIP Cocktail Reception at Bellini	\$ 25.00
7-12pm	Grand Tasting at Expo center	\$ 55.00
	Live music 7pm- 12pm	
SUNDAY AUGUST 23rd		
11-2pm	Champagne Brunch at Le Fleur	\$ 75.00
3-5 pm	Shuttle to CS- Open House	Free
**all access pass \$175 per person (without overnight stay) all access pass \$ 160 per person (in addition to cost of overnight stay )		





# Wine Pairing Lunch at Olive's

**Saturday 1pm-3 pm (\$35)**

**Expected Attendance: 200**

The Festival will kick off on Saturday afternoon with a lavish lunch featuring wines paired exquisitely with each course. Explore the flavors of the season as you taste food made from local produce paired with elegant wines.

Perfect for the wine novice, vintners of the wines will be elaborating on the winemaking process and special qualities making this an interactive and educational event. This is truly a unique experience for those interested in the intricacies of wine and food.

Olive's is a four season destination, AAA 3 Diamond Rated Dining, with an eclectic Italian fare created by a five-star chef.





# VIP Cocktail Reception- Bellini Lounge

**Saturday 4pm-6pm (\$25)  
Expected Attendance: 100**

Master Mixologists put as much thought into signature specialty libations as the Chef puts into the menu. These days, mixologists draw a lot of inspiration from the kitchen, particularly when chefs are creating signature food combinations or using unique ingredients. They are experimenting with fresh herbs, flowers and savory vegetables, and luscious fruits- fusing cultures and incorporating the finest spirits from around the world.

The current appetite for all things fresh has given rise to potent thirst quenchers with ingredients said to have health benefits, such as acai, goji berries and green tea. The Concord grape, a distinctly different type of grape, falls in to this category as it is loaded with natural antioxidants!

During the VIP cocktail reception- a master mixologist will prepare magnificent cocktails in front of the guests, using all fresh ingredients (featuring primarily local harvest items including the Concord grape) and only the best spirits, brews and wines! The mixologist will feature wine as a key ingredient in some of their cocktails to demonstrate its unique application in a cocktail.

After the sampling, guests will have the opportunity to try to make their own cocktail, and get a flare for the artistic touch of today's world of mixology.

Guests will also enjoy culinary delights made with premium spirits – yet more tantalizing taste sensations!

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# Grand Tasting- The Expo Center

**Saturday 7pm- midnight (\$55)**

**Expected Attendance: 500**

Immediately following the VIP cocktail reception is the Grand Tasting, the Festival's monumental event taking place in the venues 20,000 square foot convention space. Guests will enjoy an array of enticing signature samplings at this festive walk around tasting including delightful cuisine, fine wines and innovative cocktails created from the finest spirits- many tables featuring the region's best restaurants, wineries and breweries. A live jazz band will complete the ambience of this luxury experience while you mix and mingle.

This culinary, wine & spirits extravaganza – will include this county's greatest chefs, winemakers, master mixologists and even sample a variety of beer. Regional and national suppliers will fill an assortment of tables and tasting rooms- offering personal commentary, answering questions, and providing information about their restaurants, cuisine, premium spirits and cocktails, wines, vineyard tours and pricing. A complimentary gift bag filled with an assortment of useful and exciting items provided by the sponsors will be given to each guest.

To further support Centaur Stride, guests will have the opportunity to bid on items in the silent auction and take chances on the various prizes offered during the Grand Tasting.



# Champagne Brunch- La Fleur

**Sunday 11am- 2pm (\$75)  
Expected Attendance 75**

The Grand Finale boasts one more day of culinary and cocktail delights. A short trolley ride from the Suites to the Red Brick Market place, guests will enjoy a savory brunch prepared by Chautauqua's finest Chefs at La Fleur, paired with Champagne, Champagne cocktails and Champagne punches, created by a Master Mixologist.

Guests will discover and take pleasure in the unique atmosphere of La Fleur, set in a historic Victorian home adorned with French countryside décor and surrounded by lavish gardens. La Fleur has been awarded the prestigious AAA Four Diamond Award for the second consecutive year and joins a select group of only 48 AAA Four Diamond winners in New York State.

La Fleur utilizes the best seasonal ingredients sourced through a variety of local farms and suppliers or grown in their own garden!



Expected Attendance:70  
Cost of Tickets: \$75



# Tour Centaur Stride

**Sunday 3 pm- 5pm (Free)**

Following the Champagne Brunch- take a short 15 minute shuttle ride to Centaur Stride Therapeutic Riding Stables. Opened in 1993, Centaur Stride is a 501(C) 3 not-for-profit therapeutic and recreational horseback riding facility. Located in the back country- Centaur Stride rests on 63 acres of quiet wooded areas filled with pristine nature.



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# Hospitality

Make the most of the Bon Vivant by planning to spend your entire weekend at Chautauqua Suites. Experience a combination of the Bon Vivant Festival, beautiful décor and an amazing view of Chautauqua Lake, all in Upstate NY.

To spend an exciting weekend at the Suites, located at 215 West Lake Road, Mayville, New York, 2 miles from the gates of the esteemed Chautauqua Institution, contact their Reservations Department at 1-716-269-STAY and mention code "Vivant" for a special discounted rate.



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## Event Sponsor Levels

- Platinum      \$ 3,500
- Gold            \$ 2,500
- Silver          \$ 1,500
- Table Only    \$ 150 ( Single table on the floor)



# Sponsorship Opportunities

## Lead Sponsor- Platinum Level

### \$3,500

- Logo inclusion & recognition as a lead sponsor on the website, [www.CentaurStride.org](http://www.CentaurStride.org)
- Company name and inclusion in the official press release as a lead sponsor (A NYC PR firm is retained and will handle PR for the Bon Vivant) as well as inclusion on all other print materials
- Company name and inclusion on the floor plan ( provided to all guests)
- Product inclusion and company presence at 2 other events ( wine pairing lunch, Cocktail reception or Champagne Brunch)
- One large tasting room ( private) or 1 large private bar ( on floor) at Grand tasting
- 4 volunteers assigned to your room or bar to pour/ assist as needed
- Onsite signage
- Inclusion of company logo item for VIP gift bag ( 550)
- 4 sponsor badges
- An opportunity to provide items for the silent auction





# Sponsorship Opportunities

## Official Sponsor- Gold Level

### \$2,500

- Logo inclusion & recognition as a official sponsor on the website, [www.CentaurStride.org](http://www.CentaurStride.org)
- Company name and inclusion on promotional print materials as an official sponsor
- Company name and inclusion on the floor plan ( provided to all guests)
- Product inclusion and company presence at 1 other event ( wine pairing lunch, Cocktail reception or Champagne Brunch)
- One large tasting room ( private) or 1 large private bar ( on floor) at Grand tasting
- 2 volunteers assigned to your room or bar to pour/ assist as needed
- Onsite signage
- Inclusion of company logo item for VIP gift bag (550)
- 2 sponsor badges
- An opportunity to provide items for the silent auction



# Sponsorship Opportunities

## Sponsor- Silver Level

### \$1,500

- Logo inclusion & recognition as a sponsor on the website, [www.CentaurStride.org](http://www.CentaurStride.org)
- Company name and inclusion on promotional print materials as a recognized sponsor
- Company name and inclusion on the floor plan ( provided to all guests)
- 2 tables on floor
- 1 volunteers assigned to your table to pour/ assist as needed
- Onsite signage
- Inclusion of company logo item for VIP gift bag ( 550)
- 2 sponsor badges
- An opportunity to provide items for the silent auction



# Sponsorship Opportunities

## Individual Tables

### \$150

- Logo inclusion and recognition as a participating vendor on the website, [www.CentaurStride.org](http://www.CentaurStride.org)
- Company name and inclusion on the floor plan ( provided to all guests)
- An opportunity to include pos and print materials in the VIP gift bags (550)
- An opportunity to display print materials and information- reaching over 500 affluent guests
- An opportunity to provide items for the silent auction
- Onsite signage



# Miscellaneous

- A storage room is also available ( on site) to ship product and pos prior to the event.  
( dry and refrigerated storage available)
- Volunteers with a permit to pour are available and can be assigned to your room or bar to pour/ assist as needed for a small fee.
- Recommended staff/and or local vendors can be recommended upon request (additional cost) including:
  - Caterer
  - Florist
  - Chefs
  - Master mixologists
  - Fresh fruit and vegetable suppliers
  - Car services



# Tickets

## Attendees

Tickets can be purchased at [www.CentaurStride.org](http://www.CentaurStride.org)

“All access” passes on sale June 1st, 2009.

Pre-purchase on-line:

- With an overnight stay at Chautauqua Suites- \$160  
(plus additional hotel charge) SAVE \$30

OR

- Without an overnight stay at Chautauqua Suites- \$175 SAVE \$15
- At the door \$190 ( pending availability)

Tickets to individual events subject to availability on sale July 1st, 2009



# Contact Us

For general information, please contact:

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The Baddish Group

Laura Baddish- President

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# Location

The Chautauqua Suites are located in the Southwest corner of New York State. They are easily accessible via Interstate 90 ( the New York State Thruway), New York 394, and the Southern Tier Expressway ( I-86)

Chautauqua is served by the Chautauqua County Airport at Jamestown, N.Y., (approx 15 miles south of the suites) via United Airlines commuter from Washington, D.C. Other nearby airports are the Buffalo Niagara International Airport ( 70 miles northeast of Chautauqua) and the Erie, PA airport ( 40 miles southwest of Chautauqua)