

# Uncork a Cure



**Sip. Taste. Bid. Care.**

Photography by Kenneth Hines / Models provided by Caliber Enterprises

**Restaurant Marketing  
Opportunities**

A Benefit for ARCA  
Thursday, April 28, 2011  
6 to 9 pm

The Foundry at Puritan Mill

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



AIDS Research Consortium of Atlanta | 131 Ponce de Leon Ave. Suite 130 | Atlanta, GA 30308  
(404) 876-2317 | Fax (404) 872-1701 | [www.ARCAtlanta.org](http://www.ARCAtlanta.org)



UNCORK A  
*cure*

## Planning Committee

Arkeah Jacobs

Bentley Sweeton

Bob Burkhardt

DeWayne Rice

Eulisa White

Jack Simonetta

Jill Milbry

Joshua Bosin

Justin Ziegler

Marcus Jackson

Mike Tamburrino

Simon Cairns

Scott Herbert

Therese Tran

Dr. Melanie Thompson,  
ARCA Principal Investigator

Dennis Melton, MD,  
ARCA Board Chair

 DELTA

a same-sex wedding magazine  
EQUALLY  
*wed*

JEZEBEL

  
HIV/AIDS vaccines

## RESTAURANT MARKETING OPPORTUNITIES

Greetings Friend:

Based on the spectacular reviews of your restaurant, through colleagues, friends and family, I am writing to invite you to be a participating restaurant in the AIDS Research Consortium of Atlanta's 21st Annual **Uncork A Cure** event

*The 21<sup>st</sup> Annual Uncork A Cure will be held on Thursday, April 28, 2011 from 6 to 9pm at The Foundry at Puritan Mill.*

With a yearly attendance of 800 to 1000 patrons, Uncork is a fun-filled evening of wine-tasting of 100+ varietals, food sampling from 25+ restaurants, and a tremendous silent auction. Your restaurant's logo will appear on the Uncork A Cure website with a link to your website, and in print and electronic advertisements, including up to 12 full page ads in The Sunday Paper leading up to the event (beginning after your formal commitment form is received).

Uncork raises funds for the **AIDS Research Consortium of Atlanta (ARCA)**, a local non-profit 501(c)(3) center devoted to HIV treatment and prevention research, education and free HIV/STD testing services. In today's turbulent economy, non-profits are being hit hard by lack of sponsorships and donations, and ARCA is no exception. For more information on ARCA, please visit [www.ARCAtlanta.org](http://www.ARCAtlanta.org).

In order to participate, please fill out our restaurant commitment form attached and fax to 404-872-1701. We ask all restaurants to contribute at least one item for our silent auction, usually in the form of a gift card/certificate, original artwork or signed books. In addition, you can further showcase your restaurant through elite "VIP Status." For only \$200 you will receive high-visibility table placement in the venue, special linens, and additional VIP recognition in print and electronic advertising leading up to the event.

We hope that you can join us this year! We appreciate your consideration, and if you have any questions whatsoever, please feel free to contact us directly via email [restaurants@uncorkacure.org](mailto:restaurants@uncorkacure.org), or call the ARCA office (404-876-2317). Looking forward to hearing from you!

Thank you for your time, and we look forward to you being a part of this great event.

Sincerely,

The Uncork A Cure 2011  
Planning Committee

[www.uncorkacure.org](http://www.uncorkacure.org) | [www.ARCAtlanta.org](http://www.ARCAtlanta.org)

Kindly deliver your response no later than March 1, 2011  
Thank You!!



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## 2011 Restaurant Commitment

Date: Thursday, April 28, 2011  
Place/Time: The Foundry at Puritan Mill  
(916 Lowery Boulevard, Atlanta, GA)  
6pm to 9pm

Restaurant(s): \_\_\_\_\_  
\_\_\_\_\_

Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Contact No(s). \_\_\_\_\_

Yes, I would like to have a VIP restaurant table at Uncork A Cure 2011.

Please make your \$200 VIP restaurant entry fee checks payable to AIDS Research Consortium of Atlanta. Checks can be mailed to the address below or we will gladly pick them up.

Yes, I will donate a silent auction item (gift certificate, special chef's dinner, etc.)

Please complete the attached Silent Auction Donation and Agreement Form.

\_\_\_\_\_  
Signature

Thank you for agreeing to help make this year's **Uncork A Cure** a success! We are honored that you will be joining us and appreciate your commitment to ARCA and the community at large!

Please email a high-resolution copy of your logos to [restaurants@uncorkacure.org](mailto:restaurants@uncorkacure.org). Files should be in the following format: PDF, JPG, GIF, TIF, EPS, PNG, etc. and minimum 300 DPI or higher resolution. Transparent image backgrounds are greatly appreciated too.

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***There is No Cure for AIDS . . . Yet!***

Kindly deliver your response no later than April 1, 2011  
Thank You!!



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## 2011 Silent Auction Donation & Agreement Form

- Yes, I want to help ARCA improve the quality and length of life for people living with HIV/AIDS and move us closer to finding a cure. I have indicated below the value of my donation to your Silent Auction:

Item(s) I am donating: \_\_\_\_\_  
\_\_\_\_\_

Total declared value: \$ \_\_\_\_\_

Value/Donation Level	Benefits to You as a Donor
<input type="checkbox"/> less than \$250	Listing in Silent Auction Program
<input type="checkbox"/> \$250 - \$450	Listing in Silent Auction Program; Name and logo on signage at event; Two Event Passes (2)
<input type="checkbox"/> \$500 - \$999	All of the above, plus: Hotlink to your site from event website; Four Event Passes (4)
<input type="checkbox"/> \$1,000 - \$1,499	All of the above, plus: Name and Logo Feature on Easel Signs; Six Event Passes (6)
<input type="checkbox"/> \$1,500 +	All of the above, plus: Recognition by Emcee at event; Eight Event Passes (8)

\_\_\_\_\_  
Your Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

### For Office Use Only

Confirmation: \_\_\_\_/\_\_\_\_/\_\_\_\_

Item(s) received: \_\_\_\_/\_\_\_\_/\_\_\_\_

Catalog No. \_\_\_\_\_

Winning bid: \$ \_\_\_\_\_

NOTES:

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***There is No Cure for AIDS . . . Yet!***



## **ARCA - Working Together for a Cure**

**You can make a difference in people's lives and in the fight against HIV and AIDS!  
And, you can do it right here in Atlanta!**

**The AIDS Research Consortium of Atlanta (ARCA)** is a registered 501(c)(3) not-for-profit clinical research, testing, outreach and educational organization founded in 1988. We work through a network of over 50 physicians and 5 public health clinics to conduct clinical drug trials and prevention research studies. We also provide patient and care-provider educational programs as well as free HIV and STD testing at ARCA and throughout the Atlanta community.

**ARCA has become one of the most respected and successful HIV/AIDS research facilities** in the country over the past two decades by enrolling more than 2,500 metro Atlanta patients in over 300 clinical drug trials, providing the latest investigational HIV/AIDS medications at no cost to them. ARCA has contributed key scientific information leading to the FDA approval of 27 of the 31 individual and combination drugs now available for people with HIV/AIDS. We are now studying 7 other investigational drugs, not yet approved.

**ARCA is one of only three centers in the US** to pioneer the study of PrEP (pre-exposure prophylaxis) using an existing HIV medicine to prevent HIV infection. Our study, sponsored by CDC, was a precursor of the global study recently reported to decrease HIV infection by 44 to 90% in men who have sex with men who took daily Truvada®. ARCA is at the forefront of HIV prevention in America.

**ARCA is one of only four sites in the US** to participate in a CDC sponsored study to evaluate ways to bring HIV testing to African American men and who have sex with men who have HIV but do not know it.

**ARCA was the first research center in Georgia to participate in a preventative HIV vaccine study.** We were also the first research center in Georgia to participate in an HIV vaccine study aimed to treat those who already have HIV infection. Now ARCA is the first research site in the country to test an investigational GeoVax treatment vaccine in people recently infected with HIV.

**ARCA founded the Metro Atlanta Women of Color Initiative (MAWOCI)** as our initial HIV testing initiative to address the serious epidemic of HIV among women in Atlanta. Today, when funding is available, ARCA offers free testing regardless of gender or race. ARCA has tested and counseled over 6,000 individuals. HIV negative persons have been counseled on how to remain so, and those who are positive have been linked to Consortium health care providers who are experienced in managing HIV/AIDS.

**Physician members of ARCA lead the way.** Many of ARCA's affiliated doctors have been recognized nationally and internationally for their leadership contributions in treating and preventing HIV. Additionally, ARCA has been honored by the American Foundation for AIDS Research (AmFAR) and the Human Rights Campaign for its outstanding efforts in fighting HIV over two decades.

**In addition to the funds raised through our annual benefit, *Uncork A Cure*,** ARCA is supported by foundations, corporations, government agencies, and individuals to cover our \$1.1 million annual budget. At least 82% of every dollar raised by ARCA goes directly to patient service programs focused on reducing the impact of HIV/AIDS on our children, friends, families, communities and businesses.

**Your support is needed because there is still no cure for AIDS and the number of people who contract this disease continues to grow... Right here in Atlanta!**