

*Sun Valley Center for the Arts*

# WINE AUCTION

JULY 19-21, 2018 • SUN VALLEY, IDAHO



VINTNER PARTICIPATION OPPORTUNITIES



# The Sun Valley Center for the Arts



## MISSION

The Center's mission is to enrich our community through transformative arts and educational experiences.

For 47 years, the Sun Valley Center for the Arts has offered diverse cultural experiences in the remote mountain setting of Sun Valley, Idaho. Striving to deliver the very best of Art and Ideas, The Center hosts countless world-class visual arts exhibitions; theatre productions; performances by some of the nation's finest musicians, vocalists and dancers; and lectures by award-winning authors and scholars. The Center's educational outreach benefits schools throughout Southern Idaho through artist residencies, field trips, in-school performances, and lectures.

The Sun Valley Center Wine Auction provides approximately 50% of The Center's annual income. It raises the essential funds for our Educational Outreach Programs which reach almost 7,000 student participants in schools across the Wood River Valley each year. The money raised during the Wine Auction enables The Center to continue to offer these programs free of charge to all students. In addition, the Wine Auction supports our annual Scholarship Program, now in its 20th year. Our Scholarship Program has awarded over \$750,000 to local high school students, college students and educators to pursue the study of arts and humanities outside of our valley.

The Center serves 40,000 people annually. 25% of participants are children, and 90% of programs offered to children are free of charge.



## 2017 Sun Valley Center Programming Highlights

### CONCERTS

Lord Huron

Pink Martini

### LECTURES

Arianna Huffington: Author, columnist, and co-founder of The Huffington Post

P.W. Singer: Author, political scientist, and International Relations scholar

### CLASSES

Teen Workshop: *From Page to Stage* with Matthew Melton

Creative Jump-In:  
Oil Painting with Connie Borup

Masterclass: Small Strobes, Big Results:  
Lighting Photography Workshop on  
Location with David Tejada

### THEATRE

*Constellations* by Nick Payne  
*Life Sucks* by Aaron Posner  
*Bright Half Life* by Tanya Barfield

### BIG IDEA MULTIDISCIPLINARY PROJECTS

*Rayguns, Robots, Drones:  
Technology's Peril and Promise*

This Big Idea project provided an opportunity to look at the complex nature of technology's inherent promise and its potential danger. Alongside an interactive exhibition in the Center museum, supporting programming included film, a theatre production, lecture series, as well as multiple curated museum tours for families, students and the general public.

#### Contemplative Practice

Inspired by the role of contemplative practice, meditation and mindfulness, this Big Idea project included an interactive exhibition at the Center's museum space, reoccurring guided meditations, a lecture series, panel discussion, film and multiple curated tours for families, students and the general public.

# Sun Valley Center for the Arts

## WINE AUCTION ATTENDEE SNAPSHOT



THE SUN VALLEY CENTER WINE AUCTION IS THE SECOND OLDEST WINE AUCTION IN THE NATION. It began in 1981 as a small fundraising event. The Wine Auction, like The Center, has grown and changed significantly over the years and is frequently ranked in *Wine Spectator's* annual Top 10 Charity Wine Auctions.

Besides the recognition the Wine Auction has received in *Wine Spectator*, it has also been recognized by major corporations as a high-profile event with which to be associated. National companies, such as Lexus, Porsche, Wells Fargo-A Private Bank, Netjets, Riedel, Sotheby's International Realty, Flexjet, Avantair, Sentient Jet, FIJI Water and Rolls Royce have participated as major sponsors.



The pairing of excellent food and wine has become an exciting element of the Wine Auction, which annually features renowned guest chefs at the Vintner Dinners. Some of the nationally known chefs who have attended are Hugh Acheson of Five & Ten and *Top Chef* fame, Jonathan Waxman of Barbuto in New York City, and Stuart Brioza of The Progress in San Francisco.

### PARTICIPATION

Vintners that have been involved in our event over the past years range from California to Washington, Oregon to Idaho, Italy to Argentina and New Zealand to Spain. Top participating wineries over the last six years include:

- Antinori
- Blackbird Vineyards
- BOND
- Chappellet
- Chateau St. Michelle
- Col Solare
- Darioush
- DeLille Cellars
- Domaine Serene
- Failla
- Gargiulo Vineyards
- Gemstone Vineyard
- HALL Wines
- Harlan Estate
- Hirsch Vineyards
- Joseph Phelps Vineyards
- Kistler Vineyards
- Kosta Browne
- Leonetti Cellar
- Lokoya
- Merry Edwards Winery
- O'Shaughnessy Estate Winery
- Peter Michael Winery
- Pride Mountain Vineyards
- Quilceda Creek Winery
- Shafer Vineyards
- Spring Mountain Vineyards
- Stag's Leap Wine Cellars
- Tusk
- Woodward Canyon Winery

### 2017 VINTNER DINNERS

Last year's Vintner Dinners were hosted by the following wineries:

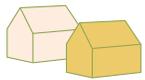
- Antinori
- DuMOL Winery
- Joseph Phelps Vineyards
- JUSTIN Winery
- Kosta Browne Winery
- Larkmead Vineyards
- O'Shaughnessy Estate Winery
- Patz & Hall Winery
- Peay Vineyards
- Phifer Pavitt Winery
- Plumpjack Winery
- Round Pond Estate
- Talley Vineyards
- Three Sticks Winery
- Villa Creek Cellars

*Sun Valley Center for the Arts*  
**WINE AUCTION ATTENDEE SNAPSHOT**

The patrons of the  
Sun Valley Center Wine Auction come from over

**TWENTY**

states around the country - New York to California -  
specifically to celebrate at this  
spectacular charity auction event.



Over 70% own at least two homes



87% have an undergraduate degree



38% have done post-graduate work



66% have incomes over \$500,000



26% have incomes from \$100,000-\$199,000



77% are married or have a long-term partner

Our top 30 bidders  
from the past four years have the  
following demographic profile:

AVERAGE INCOME

**\$772,744**

MEDIAN INCOME

**\$365,809**

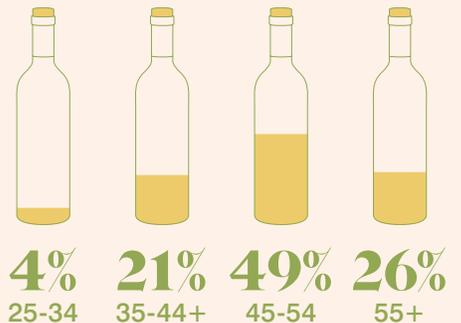
AVERAGE ASSETS

**\$115,022,341**

MEDIAN ASSETS

**\$7,503,785**

The broader demographics  
of the 1,500+ attendees each year  
are as follows:



AGE OF ATTENDEES

*Sun Valley Center for the Arts*

**WINE AUCTION SCHEDULE • JULY 19-21, 2018**

**Wednesday, July 18**

**Magnum Pig Roast**

Invitation-only party for donating Vintners  
5:30–9:30pm, Private Venue

**Thursday, July 19**

**Auction Registration & Auction Lot Viewing**

10am–5pm, Dollar Mountain Lodge  
Silent Lot Bidding Begins

**Vintner Dinners**

6pm, Private Homes throughout the Valley

**Friday, July 20**

**Auction Registration & Auction Lot Viewing**

10am–3pm, Dollar Mountain Lodge  
Silent Lot Bidding Continues

**Wine Auction Gala**

A Celebration of Wine  
A Benefit for Arts and Education

5–10pm, Dollar Mountain Lodge Tent

**Saturday, July 21**

**Winning Bidders Brunch**

10am–12pm

**Auction Lot Purchase Pick-up**

10am–2pm, Dollar Mountain Lodge

**Trade-Only Tasting**

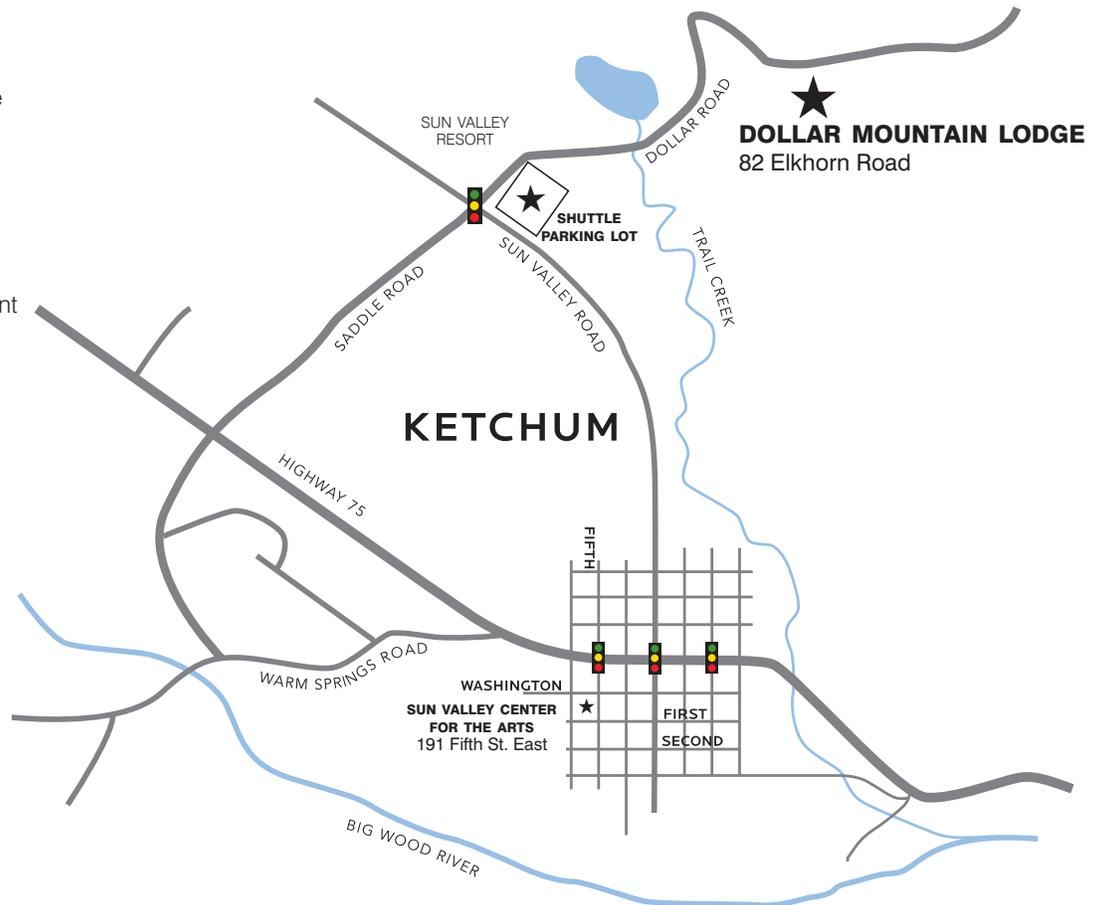
12–1:30pm, Dollar Mountain Lodge  
no tickets sold at the door

**Vine & Dine Plus**

Early Entry Indoor Wine Tasting  
5–6:30pm, Dollar Mountain Lodge

**Vine & Dine**

General Entry  
6–9pm, Dollar Mountain Lodge Lawn



## WINE AUCTION BENEFITS • JULY 19-21, 2018

<b>VINTNER SPONSORSHIP BENEFITS</b>	<b>Grand Cru Vintner</b>	<b>Premier Cru Vintner</b>	<b>Vintner Friend</b>
<b>EVENT ACCESS</b> Access to all events is for 2 winery representatives unless specified otherwise.	Vintner participants who are confirmed to pour at a Vintner Dinner, have a Live Lot in the auction, are hosting a Gala table, and donated wine to all events.	Vintners participating with a Silent or Live Auction lot, are hosting a Gala Table and donated wine to all events.	Access based on attendance at the VIP and Trade Tasting and attendance, participation and donation to the Vine & Dine.
Invitation to Magnum Pig Roast, July 19, 2017	X	X	X
Selected as a Pouring Vintner Dinner Host Winery	X		
Selected as a Winery Hosted Table - Gala	X	X	
Access to Wine Auction Gala	X	X	
Access to Trade Tasting	X	X	X
Access to Vine & Dine Early Entry Tasting	X	X	X
Access to Vine & Dine	X	X	X
Invitation to Vintner Adventures (2-4 spots)	X	X	X
<b>RECOGNITION BENEFITS</b>			
Networking opportunities at Vintner Dinners to promote special sales of wines	X		
Email lists provided for guests at Vintner Dinners for pouring vintners	X		
Top vintner billing in all printed and promotional material	X	X	
Auction invitation booklet - Vintner Dinner featured and winery descriptions	X		
Winery highlights in Auction catalog	X		
1 special mention in social media	X	X	
On stage recognition at Gala (live lot only)	X	X	
Color logo in Auction catalog	X	X	
Color logo on web site - Wine Auction Vintner page	X	X	
Winery signage for winery hosted tables at Gala	X	X	
Signage and promotion of winery in lot viewing room	X	X	
Signage and promotion on tasting maps	X	X	X
Name listing in Auction catalog	X	X	X
Name listing on web site - Wine Auction Vintner page	X	X	X

*Sun Valley Center for the Arts*  
**WINE AUCTION EVENTS • JULY 19-21, 2018**

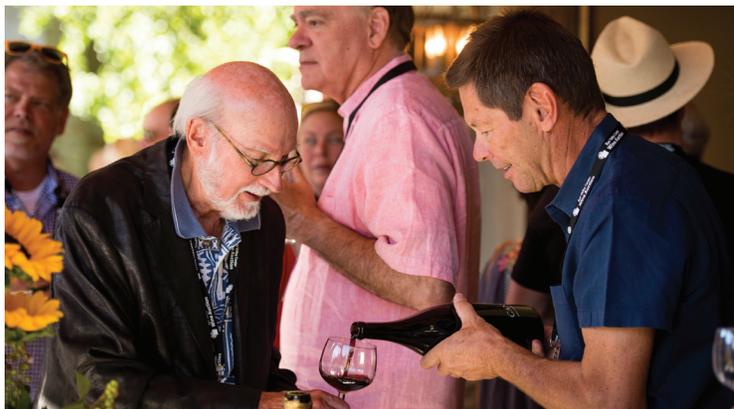
## PIG ROAST

**WHAT:** The pig roast is an invitation-only welcome party hosted at a private home for our vintners and special Wine Auction friends. The tradition began 30+ years ago and is a lovely way to start the weekend festivities.

**WHEN:** Wednesday, July 19 at 5:30 pm

**DESCRIPTION:** Each vintner is asked to bring a Magnum or two to share with the other participating vintners and top bidders from the previous year. You will receive a name tag and we ask that you pour your wine for each other and the VIP guests. This exclusive kick-off party is a casual outdoor setting with a roasted pig and incredible wines. The evening is a nice way to catch up with old friends and Wine Auction patrons. This is one of the most popular parties of the week.

**RECOMMENDED DONATION:**  
One magnum to share



## VINTNER ADVENTURES

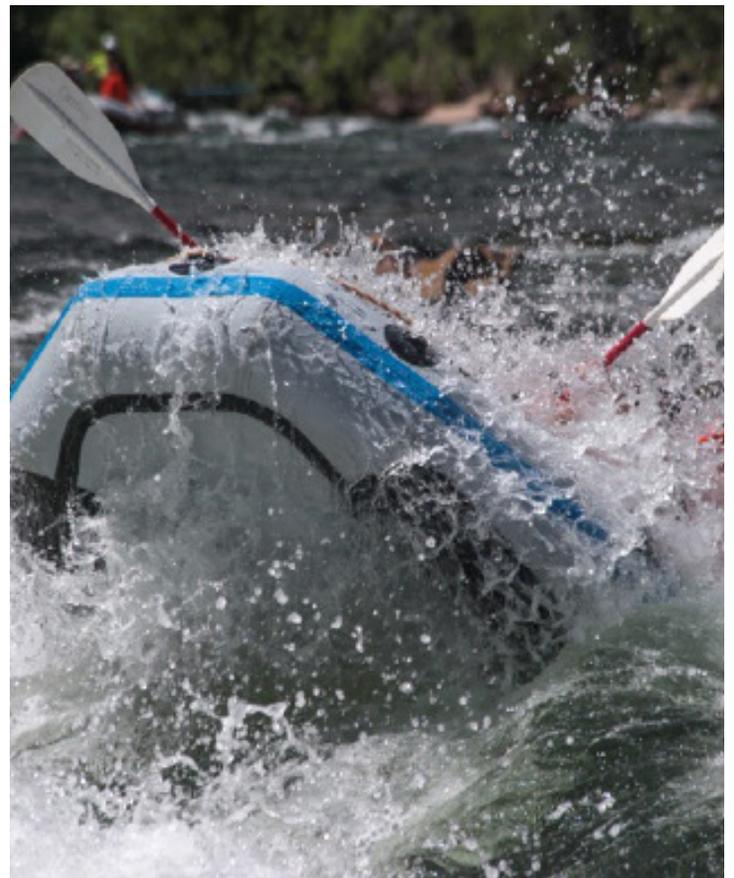
**WHAT:** Sun Valley is an outdoor playground and we want you to enjoy your time while you are here. All work and no play makes for a tired vintner. To that end, we offer 2 days of adventures for you and your families.

**WHEN:** July 19-20, 2018

**DESCRIPTION:** On Thursday, White Otter Adventures offers a white water day trip to north of Stanley, Idaho. Departure is at 8:00 am and you will return to the Valley by 3:00pm. Your family is welcome to join (ages 6+, please). Other activities include sport shooting or a gondola ride to the top of Bald Mountain.

On Friday there are opportunities for hiking and a relaxing day at the Zenergy pool. Zenergy Health Club is considered one of the premier health and fitness clubs in the country. All of these experiences are complementary and supported by our local vendors.

**Be our guest!**



*Sun Valley Center for the Arts*  
**WINE AUCTION VINTER DINNERS**

**VINTNER DINNER  
FEATURED WINERY**

**WHAT:** Private Winemaker Dinners for premier package ticket holders. There are only 8–10 hosted dinners each year and dinners range in size from 24–36 attendees.

**WHEN:** Thursday, July 19, 2018 and start time is 6:00 pm. Vintners are asked to be on site by 5:45. Please make arrangements with your host if you need to be on site before 5:45.

**DESCRIPTION:** A Vintner Dinner is the crème de la crème of the weekend. Vintners present their wines at multi-course winemaker dinner for approximately 24-36. Hosted in private homes around Sun Valley, Vintner Dinners are offered to patrons who purchase package tickets for the Wine Auction weekend. Vintner dinners are highly sought after and will be awarded to wineries that participate at a high level throughout the entire weekend specifically with a live lot and with donated Gala wines. Two wineries pour at each dinner. Occasionally, a single vintner will pour at a dinner at the request of the host. When selecting vintners to pour at dinners, we also take into consideration the years of participation and contributions to The Center a winery has made. For the best patron experience we request that a winery owner, principal or winemaker be present at the vintner dinner and the Wine Auction Gala.

**DONATION:** Depends on size of dinner. Each vintner will pour up to 3 courses for 24-36 guests.



# Sun Valley Center for the Arts

## WINE AUCTION LIVE & SILENT LOTS

### AUCTION LOTS

Live and Silent lots are part of a 2-day showcase during the registration period at the Sun Valley Wine Auction. Each lot is displayed in the dining room at Dollar Mountain Lodge. Wines and marketing materials are displayed for patrons to view and to inspire bidding.

### LIVE AUCTION LOT

**WHEN:** Auctioned on Friday, July 20 (on display July 19-20)

**DESCRIPTION:** Wine, travel packages, experiences and “items you cannot buy” are the most desirable items. Lots should be unique and geared toward wine experiences. Lots can be shared with two or more wineries to create a greater experience and reduce the overall commitment for smaller yet important wineries. Large format library wines and verticals coupled with hard to find experiences are always best sellers. Live Auction Lots traditionally sell between \$10,000 and \$60,000. We offer no more than 28 lots the night of the Gala. Live Lots will be showcased in a full page description in the auction catalog and on stage the night of the event. Vintners supporting the Live and Silent Auction will be promoted with digital support preceding the event. Vintners may be asked to join our auctioneer on stage.

### SILENT AUCTION LOT

**WHEN:** On display July 19-20

**DESCRIPTION:** Winery visits and luncheons along with cases of wine and large format bottles are important to our silent auction. We traditionally sell out many of our Silent Auction items before the Gala begins due to the quality of items our vintners donate. Items are on display for two days prior to the event and well-marked with winery logos and marketing support materials. We use e-bidding to streamline the bidding process and create a bit of competition! 50-60 Silent Lots are offered. The Silent Auction is a great way to get your wines in front of patrons who love trying new wines. Average price point ranges between \$300 and \$5,000 per auction lot. Silent Lots are featured in ½ page descriptions in the auction catalog.

**DONATION:** We can work with you to create custom lots that will shine at the Auction.

### TOP VINTNER LOTS FROM 2017

- Four nights for four in Italy with **Antinori**, including spa treatments, a private helicopter ride, meals, winery tours and tastings as well as a collection of Antinori wine to take home.
- A two night stay for four at Meadowood Resort & Spa in Napa Valley with **Joseph Phelps Vineyard**, including a wine paired lunch and a collection of Joseph Phelps wine to take home
- A four night stay for two in Nashville with **Phifer Pavitt Winery**, including exclusive nightclub access, tickets to the Nashville Pairings event, meals, museum tours, and a case of Phifer Pavitt to take home.



*Sun Valley Center for the Arts*  
**WINE AUCTION GALA**

*Sun Valley Center for the Arts Wine Auction Gala*

**A Celebration of Wine, A Benefit for Arts and Education**

**WHAT:** The celebrated Wine Auction Gala is renowned for its fabulous entertainment, stellar cuisine, special winery-hosted tables and impressive auction lots. There are several ways to be involved in the unforgettable evening. Tickets sales are limited to 350 people, a majority of attendees are package ticket holders.

**WHEN:** Friday, July 20, 5pm

**Gala Wines:** Wines will be poured at the Wine Auction Gala. In addition to wines being placed on tables, wine stewards will roam the event and pour wines throughout the evening. Multiple varietals are encouraged and donation level should be no less than one case of wine. Special listing of Gala wines will be put into the Auction Catalog.

**Winery Hosted Table – 10 guests per table with 2 seats for winery representatives:**

Vintners are requested to provide four cases of wine that will be poured at your table and then shared around the room. Table hosts need to be present at the auction. A winery hosted table at the Gala is well marked with the winery logo. Winery representatives at the table should be winemakers, proprietors and/or owners. Winery hosted tables are limited and priority consideration will be given to Live Lot donors and wineries that pour at a Vintner Dinner. Winery hosted tables will be highlighted in the Auction Catalog.

**Reception Wines:** Two to three Vintners are selected to pour one varietal each for the Gala Reception, from 5–6pm.

**DONATION:**

Gala Wines: 1 Case

Winery Hosted Table Wines: 2-3 Cases

Featured Reception Wines: 4 Cases



# Sun Valley Center for the Arts WINE AUCTION EVENTS



## BUBBLY SPONSOR

**WHEN:** Friday, July 20 & Saturday, July 21

**DESCRIPTION:** As guests arrive at the Auction Gala they are greeted with a glass of bubbly. The next day the winners of auction lots from the night before have the opportunity to attend a special brunch where they get to enjoy a glass of bubbly to help start the day. The bubbly sponsor will be named on all print materials and highlighted as the category sponsor. This supplier is traditionally a high-end supplier of Champagne or bubbles. Bottles are opened and served as guests arrive at the Gala and then again at the Winners Brunch. We encourage the bubbly sponsor to participate with an Auction Lot to support their product.

**Quantities:** 350 people at Gala, 60 people at Brunch



## TRADE TASTING 200 ATTENDEES

**WHEN:** Saturday, July 21, noon–1:30pm

**DESCRIPTION:** This early tasting is for trade representatives, allowing wineries to have adequate face time with wine buyers and servers in our valley and beyond. Wineries and distributors must indicate on the registration forms whether they want to participate in this event, and will need to plan their wine donations according to what they want to feature and pour for this audience. We recommend 2-3 bottles per varietal. A winery may only participate in the trade tasting if a case of wine is donated for the Vine & Dine.

**Quantities:** 2-3 bottles per varietal, 300 people attending

# Sun Valley Center for the Arts WINE AUCTION EVENTS

## VINE & DINE 1,500 ATTENDEES

**WHEN:** Saturday, July 21, 6pm–9pm

**WHERE:** Dollar Mountain Lodge

**DESCRIPTION:** The Wine Auction Weekend culminates with the perennially sold-out Vine & Dine. This event is a multi-faceted evening with something for everyone. A lawn party with great wines, tasty tapas plates and live music. Gifted local chefs show off their latest and greatest dishes while wines are organized by region and free-flowing for guests. The Vine & Dine is a casual open tasting with wines poured by volunteers. Approximately 40-60 wineries provide wine for this event. We encourage our vintners to attend as our guests and to mingle with the crowd during this fun and festive evening. Stemless Reidel tasting glass included in the ticket price.



## VINE & DINE PLUS LIMITED TO 350 ATTENDEES

**WHEN:** Saturday, July 21, 5pm–6:30 pm (ends promptly at 6:30 for vintners to enjoy the outdoor event)

**WHERE:** Dollar Mountain Lodge - Indoor Dining Room

**DESCRIPTION:** The Vine & Dine Plus is an indoor tasting experience with a select group of vintners before the Vine & Dine. Attendee access to the outdoor venue along with the indoor tasting is granted to package ticket holders and individual ticket holders. Attendees receive complimentary stemmed Riedel glasses at this traditional format tasting. The Vine & Dine Plus offers patrons an opportunity to connect with vintners, while providing the wineries the opportunity to share their special selections with an enthusiastic audience.



**DONATION:** We request wineries participate in both tastings (Trade and Early Access) and, in lieu of booth fees, we request a minimum donation of one case of wine for the outdoor Vine & Dine in addition to with wines poured at the tasting. One case for Vine & Dine, 6-8 bottles per varietal for Vine & Dine Plus.

