

*Sun Valley Center for the Arts*

# WINE AUCTION

JULY 19-21, 2018 • SUN VALLEY, IDAHO

SPONSORSHIP 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

Photography Masterclass:  
*Small Strobes, Big Results*  
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.

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**WINE AUCTION OVERVIEW**

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-The Private Bank, Netjets, Riedel, Sotheby's International Realty, Flexjet, Avantair, Sentient Jet, FIJI Water and Rolls Royce have participated as major sponsors.

We strive to create partnerships that align each business's target market with our unique demographic of attendees. We understand that marketing objectives differ from company to company, and pride ourselves on being able to customize each partnership in order to ensure the maximum benefits for our sponsors.



**PARTICIPATION**

The Sun Valley Center Wine Auction has been privileged to collaborate with a number of luxury brands and prestigious companies. Past sponsors include:



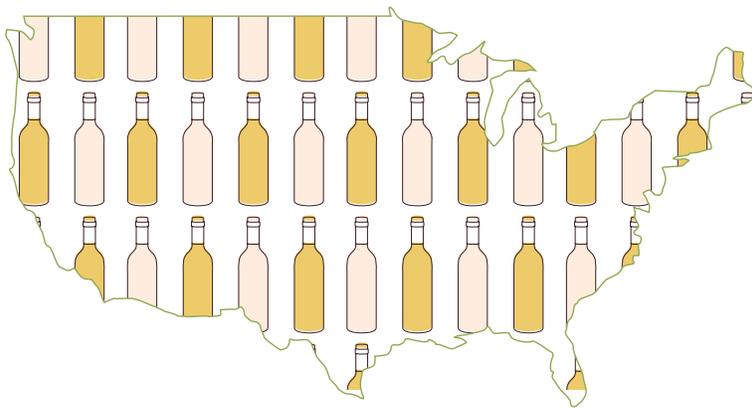
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**WINE AUCTION ATTENDEE SNAPSHOT**

Over the course of the three day event, over **1,500** guests attend the Sun Valley Center Wine Auction

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.



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

AVERAGE INCOME

**\$772,744**

MEDIAN INCOME

**\$365,809**

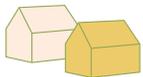
AVERAGE ASSETS

**\$115,022,341**

MEDIAN ASSETS

**\$7,503,785**

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



Over 70% own at least two homes



87% have an undergraduate degree



38% have done post-graduate work



66% have incomes over \$500,000

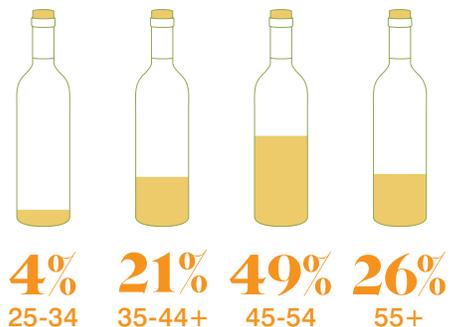


26% have incomes from \$100,000-\$199,000



77% are married or have a long-term partner

AGE OF ATTENDEES



## WINE AUCTION SCHEDULE • JULY 18-21, 2018

### WEDNESDAY, JULY 18

#### Magnum Pig Roast

Invitation-only party for donating Vintners  
5:30–9:30pm, Private Venue  
Attendance: 125

### 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  
Attendance: 18-36 at each dinner

### FRIDAY, JULY 20

#### Auction Registration & Auction Lot Viewing

10am–3pm, Dollar Mountain Lodge  
Silent Lot Bidding Continues  
Attendance: 300 over 2 days

#### Wine Auction Gala

A Celebration of Wine  
A Benefit for Arts and Education  
5–10pm, Dollar Mountain Lodge Tent  
Attendance: 300

### SATURDAY, JULY 21

#### Winning Bidders Brunch

10am–12pm  
Attendance: 50

#### 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  
Attendance: 300

#### Vine & Dine Plus

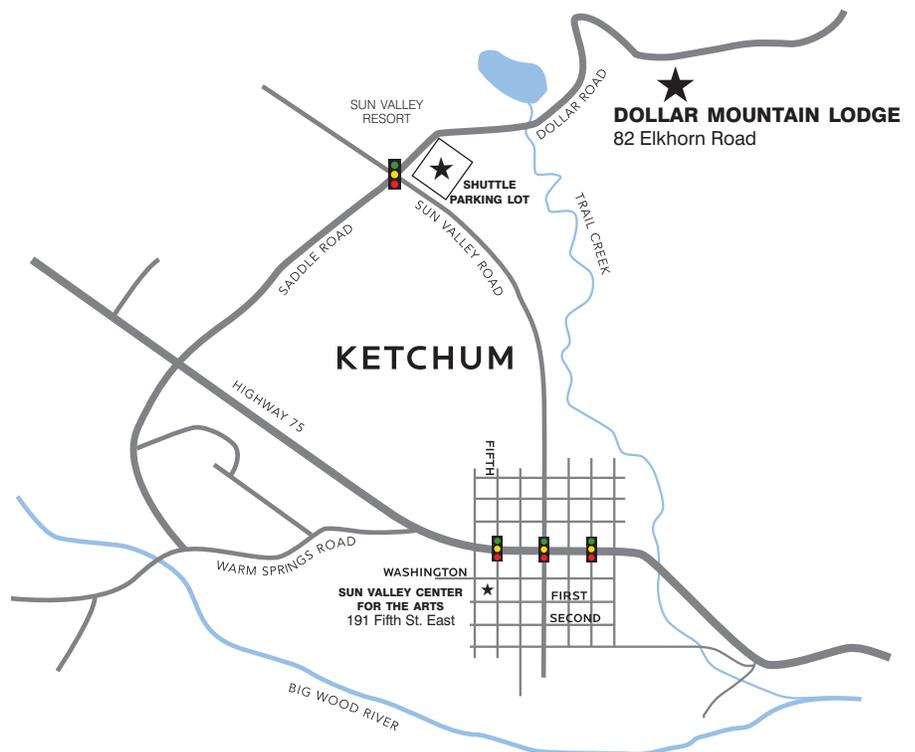
#### Early Entry Indoor Wine Tasting

5–6:30pm, Dollar Mountain Lodge  
Attendance: 400

#### Vine & Dine

#### General Entry

6–9pm, Dollar Mountain Lodge Lawn  
Attendance: 1,500



## WINE AUCTION SPONSORSHIP OPPORTUNITIES



### SPONSORSHIP PACKAGES

The following pages detail our current sponsorship opportunities for 2018. We understand that marketing objectives differ from company to company, so these packages are simply starting points for discussion.

We are happy to tailor our sponsorship packages to best suit your goals and resources.

#### CO-PRESENTING SPONSOR \$100,000

This category exclusive opportunity to partner with the Sun Valley Center Wine Auction as a co-presenting sponsor includes a number of opportunities to deepen your brand's relationship to our patrons. Throughout the three day event, your brand will be in front of a desirable target audience through a range of customized, high visibility signage and crediting opportunities.

#### OPPORTUNITIES FOR CO-PRESENTING SPONSOR INCLUDE:

- Opportunity to underwrite a Vintner Dinner for your corporate attendees of the Wine Auction
- Private section at the Vine & Dine picnic for your guests
- Signage/tent opportunities at Vine & Dine
- Opportunity to provide marketing materials in registration packets for all 350 package ticket holders
- Top billing in all print and promotional materials
- Special mention in press releases
- Logo on all materials sent to Grand Cru patrons prior to event
- Full page ad in the Wine Auction catalog (if confirmed by April 15)
- Recognition as a presenting sponsor in Wine Auction invitation and catalog (if confirmed by March 1)
- Sponsor recognition in all Wine Auction emails
- Digital promotion through website and social media prior to, during and post event
- Additional benefits customized to your personal objectives

#### EVENT ACCESS

- 4 Pig Roast tickets
- 4 Vintner Dinner tickets
- Table at Gala (10 seats)
- 10 Vine & Dine Plus tickets

\* Limited availability for all à la carte sponsorship opportunities



*Sun Valley Center for the Arts*  
**WINE AUCTION SPONSORSHIP OPPORTUNITIES**



**OFFICIAL AUTO SPONSOR**  
**\$50,000**

As the official auto sponsor for the Sun Valley Center Wine Auction, we can create customized opportunities to ensure that your brand reaches your target demographic and resonates with guests throughout the event.

**OPPORTUNITIES FOR OFFICIAL AUTO SPONSOR INCLUDE:**

- Opportunity to display vehicles at event venue for the event's full three days
- Opportunity to arrange test drives during registration portion of the event
- Opportunity to display cars at the Magnum Pig Roast (exclusive event for top donors and vintners only)
- Opportunity to provide transport for top package ticket holders to and from Vintner Dinners
- Opportunity to provide marketing materials in registration packets for all 350 package ticket holders
- Recognition in the Wine Auction invitation and catalog (if confirmed by March 1)
- Sponsor recognition in all Wine Auction emails (visibility 2,500+)
- Digital promotion through website and social media prior to, during and post event
- Full page ad in the Wine Auction catalog (if confirmed by April 15)

**EVENT ACCESS**

- 2 Pig Roast tickets
- 2 Vintner Dinner tickets
- 4 Gala tickets
- 4 Vine & Dine Plus tickets

\* Limited availability for all á la carte sponsorship opportunities

**ENTERTAINMENT SPONSOR**  
**\$35,000**

Each year, the Wine Auction features two entertainment acts. After the Gala Dinner, we unveil a separate tent area and a live band gets the dancing started. At the Vine & Dine event, a lively musical act performs throughout the evening.

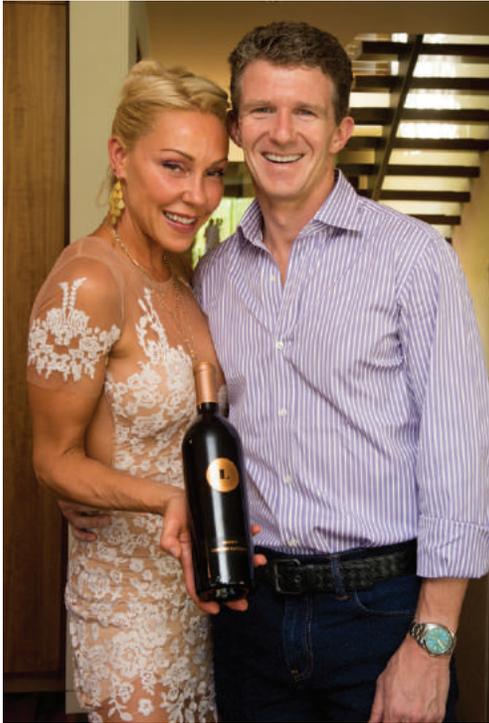
**OPPORTUNITIES FOR THE ENTERTAINMENT SPONSOR INCLUDE:**

- Signage on both stages as presenting entertainment sponsor
- On stage announcement at Gala and Vine & Dine
- Opportunity to provide marketing materials in registration packets for all 350 package ticket holders
- Recognition in the Wine Auction invitation and catalog (if confirmed by March 1)
- Sponsor recognition in all Wine Auction emails (visibility 2,500+)
- Digital promotion through website and social media prior to, during and post event
- Full page ad in the Wine Auction catalog (if confirmed by April 15)

**EVENT ACCESS**

- 4 Gala tickets
- 4 Vine & Dine tickets

## WINE AUCTION SPONSORSHIP OPPORTUNITIES



### **PIG ROAST SPONSOR \$15,000**

The Wine Auction festivities begin with an invitation only Pig Roast for all participating vintners, and top donors from the previous year's event. Sponsorship of this event gives exclusive access to 125 guests, including winery owners, winemakers, and a selective group of our most generous patrons.

#### **OPPORTUNITIES FOR THE PIG ROAST SPONSOR INCLUDE:**

- Logo on invitation to the Pig Roast
- Logo on Pig Roast name tags received by all attendees
- Recognition in the Wine Auction invitation and catalog
- Digital promotion through website and social media prior to the event
- Opportunity to provide gifts at the Pig Roast
- Opportunity to provide marketing materials in all registration packets
- Signage and presence at the Pig Roast

#### **EVENT ACCESS**

- Corporate presence at the Pig Roast
- 2 Vintner Dinner tickets
- 2 Gala tickets
- 2 Vine & Dine Plus tickets

### **WINE TASTING EVENT SPONSOR \$10,000**

The Saturday of the Wine Auction features our Trade and VIP tasting sessions (Vine & Dine Plus). High end wineries from around the United States share their best vintages with patrons and trade professionals.

#### **OPPORTUNITIES FOR THE WINE TASTING EVENT SPONSOR INCLUDE:**

- Opportunity for a booth with signage at both the Trade and Vine & Dine Plus tastings
- Logo on printed trade invitation, and on both tasting maps received by all guests
- Opportunity to provide marketing materials in registration packets for all 350 package ticket holders
- Recognition in the Wine Auction invitation and catalog (if confirmed by Feb 15)
- Digital promotion through website and social media prior to the event

#### **EVENT ACCESS**

- 2 Gala tickets
- 4 Vine & Dine Plus tickets

\* Limited availability for all à la carte sponsorship opportunities

## WINE AUCTION SPONSORSHIP OPPORTUNITIES



### WINNERS BRUNCH SPONSOR \$10,000

The morning after an energetic evening of imbibing, bidding and dancing, our top donors and buyers are invited to an exclusive Winners Brunch. Only our top 60 patrons from the previous evening—an intimate group of high net worth individuals with a passion for wine and the arts—attend the Winners Brunch.

#### OPPORTUNITIES FOR THE WINNERS BRUNCH SPONSOR INCLUDE:

- Logo on the invitation to the Winners Brunch
- Recognition in the Wine Auction invitation and catalog
- Digital promotion through website and social media prior to the event
- Opportunity to provide gifts at the Winners Brunch

#### EVENT ACCESS

- Corporate presence at the Winners Brunch
- 2 Gala tickets

\* Limited availability for all à la carte sponsorship opportunities

### AUCTION LOT CONTRIBUTIONS \$ VARIOUS

The fundraising portion of the event takes place during the Gala Dinner, attended by 350 patrons. We limit our live lots to 25 in order to maximize our opportunity to market each lot, both prior to and during the event.

#### OPPORTUNITIES FOR SPONSORS OF AUCTION LOTS ARE DEPENDENT ON THE LEVEL OF CONTRIBUTION, BUT CAN INCLUDE:

- Double page spread in catalog detailing the lot, including logo and/or images
- Onstage recognition by our auctioneer at the Gala Dinner
- Marketing materials on display during two days of auction lot viewing
- Opportunity to provide marketing materials in registration packets for all 350 package ticket holders
- Recognition in the Wine Auction invitation and catalog (if confirmed by March 1)
- Inclusion in “Hot Lots” email prior to the event (visibility 2,500+)
- Digital promotion through website and social media

#### EVENT ACCESS

- Determined by contribution level