



classicwinesauction

2020 EVENT SPONSORSHIP OPPORTUNITIES



BENEFITING CHILDREN & FAMILIES IN OUR COMMUNITY
SERVED BY THE FOLLOWING NONPROFITS



WINE WORKING WONDERS

SPONSORSHIP OPPORTUNITIES

2020 Classic Wines Auction

Consistently recognized as one of the top ten charity wine auctions by *Wine Spectator* Magazine, Classic Wines Auction events have raised **nearly \$50 million** to benefit more than one million individuals served by local nonprofit partners in the Portland, Oregon and Southwest Washington region over the past 36 years.

A Classic Wines Auction sponsorship offers a unique opportunity to associate with a high-profile food and wine experience and showcase your company or brand to an affluent clientele of guests, including food and wine enthusiasts, business, civic, and social leaders, entrepreneurs, and emerging business professionals.

YOUR SUPPORT CHANGES LIVES

By supporting Classic Wines Auction, you multiply your donation across five nonprofits serving children and families in our community.

These nonprofits have a **collective impact on key social issues** that:

- Disrupt the cycle of poverty
- Treat mental health
- Support early intervention and education
- End homelessness
- Empower women and families
- Narrow the achievement gap
- Transform youth development

2020 Classic Wines Auction Nonprofit Partners:

Metropolitan Family Service (MFS)

New Avenues for Youth

Friends of the Children - Portland & SW Washington

YWCA Clark County

Unity Center for Behavioral Health

CHOOSE YOUR PATH

AUCTION SPONSOR

March 7, 2020

Oregon Convention Center
Gain the most visibility and benefits with a sponsorship of the Classic Wines Auction. It's a unique chance to showcase your brand in front of 700 guests on a high-profile stage. A variety of opportunities are offered (see chart at right).

AMBASSADORS DINNER SPONSOR

March 5, 2020

The Loft at 8th Ave.

Step into the spotlight at the premier event preceding the Gala Auction. This 250-guest dinner provides the opportunity to reach a more tailored audience and benefit from exposure to a prominent group of guests (see chart of benefits on page 4).

SERIES SPONSOR

Classic Wines Auction presents events throughout the year, including more than fifty seasonal

Winemaker Dinners and the popular **Corks + Forks** tasting event, targeted at younger professionals.

Ask us about the chance to sponsor these events for customized exposure.

Details:

WinemakerDinnersPDX.com
CorksandForksPDX.com



2020

CLASSIC WINES AUCTION

SPONSORSHIP OPPORTUNITIES

SOLD!

PRESENTING
SPONSOR

\$65,000

FIRST GROWTH
SPONSOR

\$50,000

GRAND CRU
SPONSOR

\$25,000

PREMIER CRU
SPONSOR

\$15,000

PREMIER
SPONSOR

\$10,000

CRU
SPONSOR

\$6,000

LOGO RECOGNITION IN PRINT AND DIGITAL
PROMOTIONS + ADVERTISEMENT IN THE AUCTION
CATALOG

Ad + Select
PromotionsAd + Select
PromotionsAd + Select
Promotions

SOCIAL MEDIA ACKNOWLEDGEMENT AND
LOGO + LINK ON CLASSICWINESAUCTION.COM

Website
recognition onlyWebsite
recognition only

LOGO RECOGNITION ON PRINT AND DIGITAL
SIGNAGE/SCREENS AT THE AUCTION



VERBAL RECOGNITION AT PODIUM



NAMING OPPORTUNITIES /
ACTIVATION ELEMENTS



GIFTS FOR YOUR GUESTS (1 PER COUPLE)



PREMIUM TABLE PLACEMENT AND DEDICATED
SOMMELIER SERVICE

Auction and
Ambassadors
DinnerAuction and
Ambassadors
DinnerAuction and
Ambassadors
Dinner

TRANSPORTATION TO THE AUCTION
(IN ONE VEHICLE)



PRIORITY ACCESS TO PURCHASE
WINEMAKER DINNER TICKETS

First
opportunityFirst
opportunitySecond
opportunityBefore the
public

TICKETS TO CLASSIC WINES AUCTION

30

20

10

10

8

6

TICKETS TO AMBASSADORS DINNER

16

8

8

4

2

0



Classic Wines Auction Presenting Sponsor

Mercedes-Benz
of Portland
Naito Parkway



Mercedes-Benz
of Beaverton
Canyon Road

Live. Thrive. Drive.

2020 AMBASSADORS DINNER

SPONSORSHIP OPPORTUNITIES

LOGO RECOGNITION IN PRINT AND DIGITAL PROMOTIONS + ADVERTISEMENT IN THE AUCTION CATALOG

MAIN
SPONSOR
\$40,000

COCKTAIL
SPONSOR
\$15,000

TASTING
SPONSOR
\$10,000



Ad + Select
Promotions

Ad + Select
Promotions

SOCIAL MEDIA ACKNOWLEDGEMENT AND LOGO + LINK ON CLASSICWINEAUCTION.COM



LOGO RECOGNITION ON PRINT AND DIGITAL SIGNAGE/SCREENS AT THE AUCTION



Recognition at
Ambassadors
Dinner

Recognition at
Ambassadors
Dinner

VERBAL RECOGNITION AT PODIUM



Recognition at
Ambassadors
Dinner

Recognition at
Ambassadors
Dinner

NAMING OPPORTUNITIES /
ACTIVATION ELEMENTS



PREMIUM TABLE PLACEMENT AND DEDICATED SOMMELIER SERVICE

Auction and
Ambassadors
Dinner

Ambassadors
Dinner only

Ambassadors
Dinner only

PRIORITY ACCESS TO PURCHASE WINEMAKER DINNER TICKETS

First
opportunity

Before the
public

TICKETS TO CLASSIC WINES AUCTION

10

4

2

TICKETS TO AMBASSADORS DINNER

16

8

8



Ambassadors Dinner

Thursday, March 5, 2020 • The Loft at 8th Ave., Portland

This 250-guest tasting reception and dinner celebrates our annual Honorary Wine Ambassadors and provides the opportunity for guests and sponsors to connect with a more intimate audience.

classicwinesauction



Wine working wonders.

RESERVE YOUR SPONSORSHIP TODAY

Visit www.classicwinesauction.com/sponsor for details

Email: sponsor@classicwinesauction.com Phone: 503.972.0194

Classic Wines Auction is a 501c(3) nonprofit organization. Tax ID: 20-1260228.
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