

SUN VALLEY CENTER FOR THE ARTS

# Wine Auction

July 21-23, 2016 • Sun Valley, Idaho

Vintner Participation Opportunities





## The Sun Valley Center for the Arts

For 45 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; theater performances; 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 Center offers a wide array of art classes that allow adults, families and children to explore their creative potential. We are accredited by the American Association of Museums, a distinction shared by only 5% of the nation's 17,000 arts, cultural, science and history institutions, and only four other organizations in Idaho.

The quality of our programs and events is matched by enthusiastic audiences and program participants.

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

*With a local population of only 22,000, we serve full-time residents, seasonal visitors and have repeat attendees.*

**We award \$60,000 annually in scholarships.**

*This allows local students to further develop their artistic talents through programs around the country.*

### MISSION

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

### VALUES

Our core values serve as guiding principles that shape the organizational choices we make.

#### Excellence

We continuously strive to excel in programmatic and operational effectiveness.

#### Imagination

We offer compelling programming that stimulates the imagination, advances creativity, and promotes new perspectives.

#### Discovery

We provide educational opportunities that enable all segments of our community to discover, re-discover and sustain the joy of learning.

#### Community

We help build an engaged and connected community through transformative experiences that are accessible and inclusive.

#### Stewardship

We care for the resources entrusted to us through best practices in all we do.

**Christine Davis-Jeffers, Wine Auction Director**

208-726-9491 x 115

[cdavisjeffers@sunvalleycenter.org](mailto:cdavisjeffers@sunvalleycenter.org)

# Wine Auction Overview



**The Wine Auction provides up to 55% of The Center's annual income and enables us to offer educational programs free of charge to area school students and fund arts and cultural events so that they are affordable for people of all means in our community. In addition, the event funds an annual Scholarship Program, now in its 15th year, that has awarded over \$700,000 to local high school students to pursue arts and humanities programs outside of our valley.**

The Sun Valley Center Wine Auction is the second oldest Wine Auction in the nation, beginning 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*, the Sun Valley Center Wine Auction has also been chosen by 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. Many guest chefs have participated in the Vintner Dinners. Some of the nationally known chefs that have attended and participated in the annual Wine Auction are Rick Moonen of RM Seafood in Las Vegas, Jonathan Waxman of Barbuto in New York City, Justin Smillie of Upland, Sue Zemanick of Gautreau's in New Orleans, Christopher Kostow of The Restaurant at Meadowood in Napa and Beau MacMillan of elements restaurant at Sanctuary on Camelback Mountain in Arizona.

## 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
- BOND
- Chappellet
- Chateau St. Michelle
- Colgin Cellars
- Col Solare
- Darioush
- DeLille Cellars
- Domaine Serene
- The Donum Estate
- Duckhorn Wine Company
- Failla
- Gargiulo Vineyards
- Gemstone Vineyard
- HALL Wines
- Harlan Estate
- Hirsch Vineyards
- Kistler Vineyards
- Kosta Browne
- Leonetti Cellar
- Lokoya
- Merry Edwards Winery
- Pride Mountain Vineyards
- Quilceda Creek Winery
- Scarecrow
- Shafer
- Sloan Estate
- Spring Mountain Vineyards
- Stag's Leap
- Tusk
- Verité

Christine Davis-Jeffers, Wine Auction Director

208-726-9491 x 115

[cdavisjeffers@sunvalleycenter.org](mailto:cdavisjeffers@sunvalleycenter.org)

# Wine Auction Attendee Snapshot

The patrons of the Sun Valley Center Wine Auction come from over 20 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

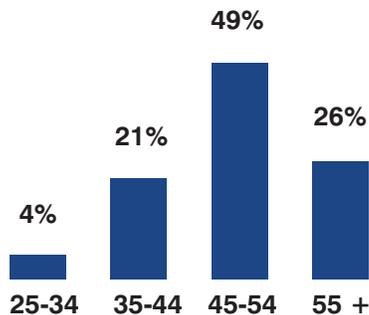
Average Assets = \$115,022,341

Median Assets = \$7,503,785

Top bidders are in the age bracket of 45-75.  
70% of them own at least two homes. Most  
have three or more.

## The broader demographics of the 1500+ attendees each year are as follows:

### Age of Attendees



- 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



Christine Davis-Jeffers, Wine Auction Director

208-726-9491 x 115

[cdavisjeffers@sunvalleycenter.org](mailto:cdavisjeffers@sunvalleycenter.org)

# Wine Auction Schedule • July 21-23, 2016

## Wednesday, July 20

### Magnum Pig Roast

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

## Thursday, July 21

### Auction Registration & Auction Lot Viewing

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

### Vintner Dinners

6pm, Private Homes throughout the Valley

### Junior Patrons Circle

### Tapas & Tasting

6pm, Private Venue

## Friday, July 22

### 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 23

### Winning Bidders Brunch

10am-1pm

### Auction Lot Purchase Pick-up

10am-2pm, Dollar Mountain Lodge

### Trade-Only Tasting

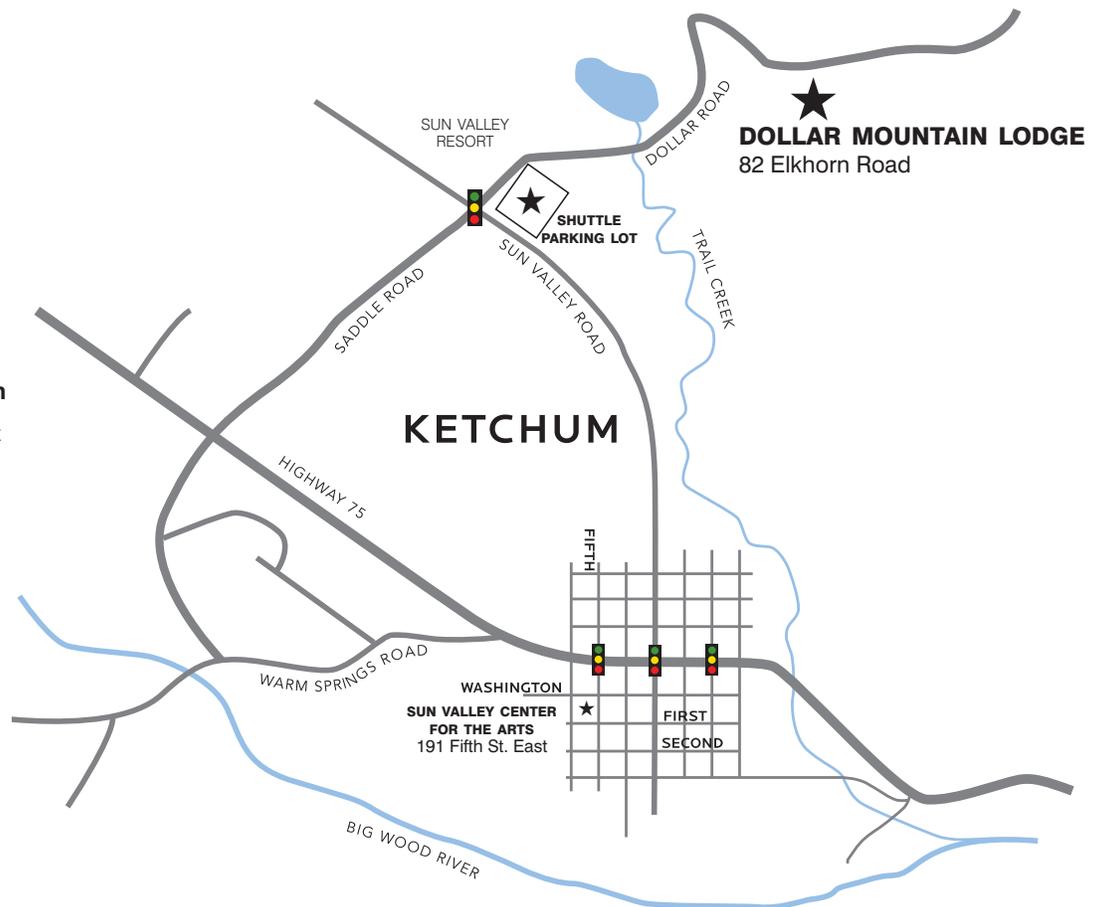
11am-1pm, Dollar Mountain Lodge  
no tickets sold at the door

### Vine & Dine Plus

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

### Vine & Dine

General Entry  
6-9pm, Dollar Mountain Lodge Lawn



Christine Davis-Jeffers, Wine Auction Director

208-726-9491 x 115

cdavisjeffers@sunvalleycenter.org

# Vintner Sponsorship Benefits

VINTNER SPONSORSHIP BENEFITS	Grand Cru Vintner	Premier Cru Vintner	Vintner Friend
<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 a Winery Hosted Table and donated wine to all events.	Vintners participating with a Silent or Live Auction lot, as a Winery Hosted 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 21, 2016	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 (if available)
<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	
Mention in press releases	x		
Auction invitation booklet - Vintner Dinner featured and winery descriptions	x		
Winery highlights in Auction catalog	x		
1 Special mention in monthly e newsletter	x	x	
1 Special mention in social media	x	x	
On stage recognition at Gala	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	
Winery hosted table description page in Auction catalog	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
Name listing on web site - Wine Auction Vintner page			x

# Vintner Participation Opportunities

## 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 20 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 always incredible wine. 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 22-23, 2016

**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)

On Friday there are opportunities for fishing, 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!**



# Vintner Participation Opportunities

## VINTNER DINNER – FEATURED WINERY

**WHAT:** Private Winemaker Dinners for premier package ticket holders. There are only 9-10 hosted dinners each year and dinners range in size from 18-36 attendees.

**WHEN:** Thursday, July 21, 2016 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 18-36 people that are hosted in private homes around Sun Valley and offered to patrons who purchase package tickets for the Wine Auction weekend. Vintner dinners are highly sought after and will be awarded to wineries who participate at a high level throughout the entire weekend specifically with a live lot and with donated Gala wines. Each dinner will have two wineries per dinner. Infrequently we offer a dinner to a single vintner but this is only if the patron host requests a single vintner to pour at their dinner. When selecting vintners to pour at dinners, we also take into consideration the years of participation and contributions to the Center for the Arts 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.



# Vintner Participation Opportunities

## 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:** Friday, July 22 and on display July 21-23

**DESCRIPTION:** Wine, travel packages, experiences and "items you cannot buy" these are the cream of the crop of donated items and they 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 from some of our 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 \$50,000. We offer no more than 20 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 21-23

**DESCRIPTION:** Winery visits and luncheons along with cases of wine and large format bottles are important to our silent auction. We traditionally sell out 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 2015

- Four days at O'Shaughnessey
- Lava Lake Lamb party with Ehren Jordan from Failla
- 6 Artist-Etched 6l Magnum from Elite Washington Wineries
- Wine Country weekend with Blue Farm, Donum and Gemstone
- Dan Kosta and Kosta Brown Spring Break Ski Party



# Vintner Participation Opportunities

## 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 of which a majority of attendees are package ticket sales.

**WHEN:** Friday, July 22, 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.

### NEW THIS YEAR

**Reception Wines:** Five Vintners are selected to pour for the Gala Reception from 5-6pm.

### DONATION:

Gala Wines: 1 Case

Winery Hosted Table Wines: 2-3 Cases

Featured Reception Wines: 4 Cases



Christine Davis-Jeffers, Wine Auction Director

208-726-9491 x 115

[cdavisjeffers@sunvalleycenter.org](mailto:cdavisjeffers@sunvalleycenter.org)

# Vintner Participation Opportunities



## BUBBLY SPONSOR

**WHEN:** Friday, July 22 & Saturday, July 23

**DESCRIPTION:** As people 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 - 300 PEOPLE

**WHEN:** Saturday, July 23, 11:00am - 1:00pm

**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



# Vintner Participation Opportunities

## WINE AUCTION VINE & DINE - 1,500 ATTENDEES

**WHEN:** Saturday, July 23, 6:00pm - 9:00pm

**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. It is a fun and festive evening and we encourage our vintners to attend as our guests and feel free to mingle with the crowd. Stemless Reidel tasting glass included in the ticket price.

### **NEW THIS YEAR—Featured Pairing Wines:**

Ten wines will be selected for pairing at food stations.

## WINE AUCTION VINE & DINE PLUS - LIMITED TO 300 ATTENDEES

**WHEN:** Saturday, July 23, 5:00-6:30 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. This event is a traditional tasting format with tables and complementary stemmed Reidel tasting glasses for attendees. This experience is an intimate opportunity granting patrons exclusive access to connect with presenting 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 both fees, we request a minimum donation of one case of wine for the outdoor Vine & Dine along with wines poured at tasting. One case for Vine & Dine, 6-8 bottles per varietal.



Christine Davis-Jeffers, Wine Auction Director

208-726-9491 x 115

[cdavisjeffers@sunvalleycenter.org](mailto:cdavisjeffers@sunvalleycenter.org)