

EST ★ 2022

TEXAS WINE

AUCTION FOUNDATION

2025 Sponsorship Opportunities



APRIL 26TH 2025

Arch Ray Resort
Fredericksburg, Texas



TEXAS WINE

★ AUCTION ★

OUR MISSION

Texas Wine Auction Foundation is a 501(c)(3) non-profit organization that funds programs that promote healthy communities and strengthen a sustainable future for Texas wines.

This year will be our 4th Annual Texas Wine Auction, and we welcome you to join us in the celebration!

Funds raised from this event, in partnership with Frontera Healthcare Network, will allow us to support the mental and physical health of vineyard and hospitality workers in wineries, restaurants and hotels throughout our region.

ABOUT THE EVENT

April 26th 2025 | Arch Ray Resort



The Texas Wine Auction, set for April 26th, 2025, will be a significant event for our community, driven by its mission to support both the Texas wine industry and the broader Texas hospitality sector.

By participating, you'll be contributing to:

- **Supporting Local Agencies:** The event will raise funds for grants aimed at enhancing general health and mental awareness within the State of Texas. This support will benefit agencies and initiatives focused on these crucial areas.
- **Advancing Texas Wine Industry:** The auction will also provide funding for grants and research programs dedicated to the sustainable future of Texas wines. This means supporting innovation, sustainability, and the growth of our local wine industry, which in turn can bolster our economy and cultural heritage. Your involvement will help foster a healthier, more vibrant community and contribute to the continued success and sustainability of Texas's rich wine culture.



SPONSOR LEVELS + BENEFITS

Presenting Sponsor | \$25,000



- PARTICIPATION ON THE SELECTION COMMITTEE FOR THE EXCELLENCE IN TEXAS WINE AWARD
- SEAT ON THE AUCTION ADVISORY GROUP
- LOGO IN A PROMINENT SPOT ON OUR WEBSITE, HALF-PAGE AD ON THE BID PADDLE, HIGHLIGHT IN THE AUCTION GUIDE AND ALL PRESENTATION MATERIALS
- PRIVATE TRANSPORTATION TO AND FROM EVENT
- ACKNOWLEDGEMENT IN ALL EVENT MEDIA PRIOR AND DURING EVENT
- PREMIUM MENTION IN PRESS RELEASES (3X PER YEAR)
- SOCIAL MEDIA HIGHLIGHTS (4X PER YEAR)
- SPEAKING OPPORTUNITY AT TEXAS WINE AUCTION (VIA STAGE OR VIDEO)
- 2 PREMIUM TABLES FOR 8 (16 GUESTS)
- EARLY ACCESS FOR 16 TO THE EXCLUSIVE VIP RECEPTION TAKING PLACE THE NIGHT OF EVENT
- 8 BOTTLES OF PREMIUM TEXAS WINE

In order to be included on print advertising, please confirm sponsorship by January 1, 2025.



SPONSOR LEVELS + BENEFITS

Signature Sponsor | \$15,000

- PARTICIPATION ON THE SELECTION COMMITTEE FOR THE EXCELLENCE IN
- TEXAS WINE AWARD
- LOGO IN A PROMINENT SPOT ON OUR WEBSITE
- QUARTER PAGE AD ON THE BID PADDLE AND HIGHLIGHT IN THE AUCTION
- GUIDE AND ALL PRESENTATION MATERIALS
- PRIVATE TRANSPORTATION TO AND FROM EVENT
- ACKNOWLEDGEMENT IN ALL EVENT MEDIA PRIOR AND DURING EVENT
- SOCIAL MEDIA HIGHLIGHT (2X PER YEAR) AND VIDEO TESTIMONIAL
- 1 PREMIUM TABLE FOR 8
- EARLY ACCESS FOR 8 TO THE EXCLUSIVE VIP RECEPTION TAKING PLACE THE
- NIGHT OF EVENT
- 4 BOTTLES OF PREMIUM TEXAS WINE



In order to be included on print advertising, please confirm sponsorship by January 1, 2025.



SPONSOR LEVELS + BENEFITS

Gold Sponsor | \$10,000

- Premium Seating for 8 Guests
- Logo Featured on Our Website
- Acknowledgement in All Event Media
- Includes recognition prior to and during the event
- Social Media Announcements
- Includes a social media highlight (1x per year)
- Early Access for 4 Guests to the Exclusive VIP Reception
- Reception held the night of the event
- 2 Bottles of Premium Texas Wine
- Dedicated Email Campaign
- Personalized email acknowledging their sponsorship
- Includes a direct call-to-action (CTA) linking to company website
- Opportunity to sponsor specific areas or components of the event, such as:
 - Stage Sponsor
 - Silent Auction Sponsor
 - VIP Reception Sponsor

Silver Sponsor | \$5,000

- TABLE FOR 8 LOGO ON WEBSITE
- SOCIAL MEDIA ANNOUNCEMENT OF SPONSORSHIP AND INCLUDED IN SOCIAL MEDIA ADVERTISING
- 2 BOTTLES OF PREMIUM TEXAS WINE

Bronze Sponsor | \$2,500

- TABLE FOR 8 LOGO ON WEBSITE
- ACKNOWLEDGEMENT IN SOCIAL MEDIA ADVERTISING



WINERY PARTNERS



PLEASE NOTE: Any winery who participates at any level may opt to donate wine from the barrel for a special blending project for a large format bottle to be auctioned off for our Fund in Need: supporting research initiatives through educational institutions to advance the Texas grown wine industry. If you are interested in participating, we will advise how much wine is needed, and it must be received in shiners by February 28, 2025.

WINERY PARTNERS

Basic Partnership | FREE

REQUIREMENTS —

- Participation in the Spring Texas Wine Auction event.
- Donation of two premium cases of Texas labeled wine.
- Wines will be utilized during the dinner and in service of promoting the event.
- Donation of a silent auction item with a minimum value of \$500.
- Promotion of the winery's participation in the event through at least two posts on social media and one send to the winery mailing list (assets to be provided by Texas Wine Auction Foundation).



BENEFITS —

- Logo on our website.
- Mention in social media advertising.
- Invitation to participate in the Fall Barrel Auction held during the Annual Fredericksburg Food & Wine Festival. *(Please note, there is an entrance fee required to participate in Barrel Auction. It also includes a donation of five premium cases of a Texas labeled wine to auction off to attendees during the festival as well as wine to pour at the event for tasting. Additional benefits may apply if electing to participate in the Fall event.)*

WINERY PARTNERS

Elevated Partnership | \$750

REQUIREMENTS —

- Participation in the Spring Texas Wine Auction event.
- Donation of two premium cases of Texas labeled wine. Wines will be utilized at the Spring Auction and in service of promoting the event.
- Donation of a silent auction item to the spring event with a minimum value of \$1000.
- Participation in the Fall Barrel Auction event held during the Annual Fredericksburg Food & Wine Festival. (There is an entrance fee required to participate in the Barrel Auction. See benefits for waiver of that fee).
- Donation of five premium cases of a Texas labeled wine for the Fall event to auction off to attendees during the Annual Fredericksburg Food and Wine festival as well as wine to pour at the event for tasting.
- Promotion of the winery's participation in each event through at least two posts on social media and one sent to the winery mailing list (assets to be provided by Texas Wine Auction Foundation).

BENEFITS —

- Logo on our website.
- Mention in social media advertising including tags to the winery and two individual highlight posts per year.
- Mention in one press release per event.
- Opportunity to purchase up to two tickets to the Spring event at the industry rate. Fees to enter the Fall Barrel Auction will be paid by TWAF.
- Custom-designed barrel head with logo to present to the highest case bidder at the Fall event. The winery who has the largest single case bid and with the highest amount raised during the fall event will receive mention in the post Fall event press release.



WINERY PARTNERS

Magnum Partnership I \$1500

REQUIREMENTS —

- Participation in the Spring Texas Wine Auction event.
- Donation of three premium cases of Texas labeled wine. Wines will be utilized at the Spring Auction and in service of promoting the event.
- Donation of a live auction item for the Spring event with a minimum value of \$2500
- Participation in the Fall Barrel Auction event held during the Annual Fredericksburg Food & Wine Festival. (There is an entrance fee required to participate in the Barrel Auction. See benefits for waiver of that fee)
- Donation of five premium cases of a Texas labeled wine for the fall event to auction off to attendees at the Annual Fredericksburg Food and Wine Festival as well as wine to pour at the event for tasting.
- Promotion of the winery's participation in each event through at least two posts on social media and one send to the winery mailing list (assets to be provided by Texas Wine Auction Foundation).

BENEFITS —

- Logo on our website with prominent placement.
- Mention in social media advertising including tags to the winery and four individual highlight posts per year.
- Mention in all press releases per event. Special recognition during the Spring Auction presentation.
- Access to the Spring VIP reception. Wines served during the VIP reception will only include Magnum participants.
- Two complimentary tickets to the Spring Auction with the opportunity to purchase up to two additional tickets at the industry rate. Fees to enter the Fall Barrel Auction will be paid by TWAF.
- Premium placement in the Texas Wine Auction Foundation Tasting Tent during the Fall event.
- Custom designed barrel head with logo to present to the highest case bidder at the Fall event.
- The winery who has the largest single case bid and with the highest amount raised during the fall event will receive mention in the post fall event press release.



For more information contact
auction@texaswineauction.com or
visit www.texaswineauction.com