



2017 Memphis Wine + Food Series

Event Sponsorship Proposal

2017 MEMPHIS WINE + FOOD SERIES

25th Annual, At A Glance

The Memphis Wine + Food Series is the **premier fundraising endeavor** for the Memphis Brooks Museum of art.

Held annually, the series unites hundreds of art, food and wine lovers in support of the Brooks Museum's world-class education programs. The 100 year old Brooks Museum is proudly the oldest and largest encyclopedic art museums in the American South.

The Memphis Wine + Food Series has grown from a single wine auction to **four main events**:

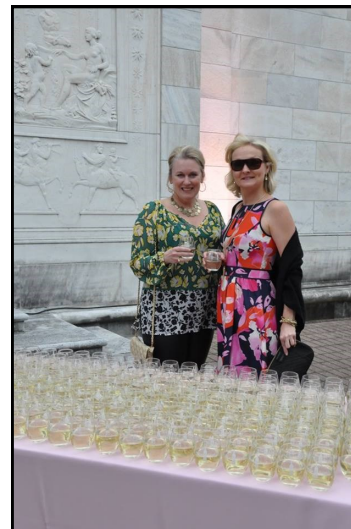
- Brooks Uncorked March 31, 2017
- Artisans' Dinner May 19, 2017
- Grand Auction May 20, 2017
- Vin-A-Que Fall 2017

The series brings together **renowned chefs, prominent international vintners and highly collected artists**. Leading collectors and some of the world's most prestigious wineries donate wines from their private cellars as highly prized auction items.

Attracting over 2,000 wine and food enthusiasts and industry tastemakers each year, this four-event series appeals to affluent consumers of wines and luxury lifestyle goods and services, as well as to guests who care about expanding arts education in the community.

Benefits of sponsorship include:

- **Access**– A chance to connect with a targeted audience of educated and invested wine and food lovers.
- **Visibility**– The Memphis Food + Wine Series includes an aggressive marketing campaign in all media formats, including web/social media, print, outdoor, direct mailings and more.
- **Hospitality**– Sponsorship provides opportunities to entertain clients, employees and customers using the museum's impressive facilities.
- **Customization**– We can tailor a ticket and marketing package that suits the unique corporate objectives of our sponsors.
- **Good Will**– Partnership with the Brooks through the Memphis Food + Wine Series contributes to the cultural vibrancy of our community.



BENEFITING THE BROOKS

Transforming lives through the power of art



The Memphis Wine + Food Series is the largest annual fundraiser for the Memphis Brooks Museum of Art and dollars raised from this event impact lives and enable access to the arts for children and adults across the Mid-South. Since the early 1990s, the series has contributed approximately \$4 million in net revenue to the Brooks, which directly supports our award-winning educational programming and community outreach.

The Brooks provides all visitors the opportunity to learn about the visual arts from all over the world. Additionally, the museum offers public programs for children and adults throughout the year, including:

- **Free School Tours**— Docent-led tours for more than 15,000 schoolchildren throughout the year.
- **Home School Program**- The museum's docents provide thematic and interactive tours of the permanent collection and special exhibitions. Students engage in hands-on art-making activities that complement the content of their tour, and pre-school aged children enjoy story time. The program allows individual home-schooled families to experience an educational visit to the museum free of charge.
- **Community Days**— Free family events held four times per year with art, music, dance, and film.
- **Art Builds Creativity (ABC Program)**— Art instruction and hands-on learning opportunities for 4th and 5th grade students to help them develop creativity skills needed in the modern workplace.
- **Mid-South Scholastics Art Awards**— The Brooks for more than 50 years has served as the regional venue for this contest, which recognizes artistic talent in high school students.
- **Teacher Workshops**— Courses designed to assist teachers in their classrooms, preparing students and incorporating art into the curriculum.
- **Inside Art**- In 2016 the Brooks opened Inside Art, the only hands-on family interactive gallery in the state devoted to developing visual literacy. Children love the activities, which help teach them how to see.
- **Wacky Wednesday** — In the summer months the Brooks offers free artmaking and films for children on Wednesday mornings. This popular program brings in many families and children to the Brooks for the first time.
- **Interactive Galleries** — For special art exhibitions at the museum, the Brooks sets aside a special area for fun activities to engage children and families with the art they see in the galleries.



The Brooks is a vibrant cultural complex consisting of 29 galleries, two art classrooms, a print study room, a private research library and a professional auditorium. The museum is a privately funded, not-for-profit institution. With less than 12 percent of its budget provided by government funding, the Brooks relies on the generosity of individuals, foundations and corporations for support to meeting operating costs and other expenses.



By being part of the Memphis Wine + Food Series at the Brooks, you can take pride in lifting up and inspiring the community we all share.

OUR PEOPLE

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Robert & Shirley Turner

David Thompson

Andy Ticer, Michael Hudman, & Nicholas Talarico

John Vego

Oscar Vego

Billy Weiss

Ben Wheeler

Michael Williams

Past MW+FS Honored Vintners

2016

Chappellet Winery
JUSTIN Vineyards & Winery
Rock Wall Wines
Schramsberg

2015

Bob Cabral, Three Sticks Winery
Rob Baker, Bernardus
Patrick Krutz, Krutz Family Cellars
Mike Drash, Tallulah
Robert Turner, Robert Turner Wines
Abe Schoener, The Scholium Project

2014

Jeff Keene, Cornerstone
Kevin Carriker, Kobalt
Brian Lamborn, Lamborn Family Vineyards
Michael Hirby, Relic
Dr. Madaiah Revana, Revana Family Vineyards

2013

David Adelsheim, Adelsheim
Bill Matthes, Argyle
Harry Peterson-Nedry, Chehalem
Barbara Gross, Cooper Mountain
Adam Campbell & Todd Stewart, Elk Cove
Don Crank III, Willamette Valley Vineyards

2012

Brian Baker, Chateau Montelena
Dan Kosta, Kosta Browne
Regina Martinelli, Martinelli Winery
Bob Cabral, Williams Selyem

2011

Daniel Baron, Silver Oak & Twomey Cellars

2010

Emanuela Stucchi Prinetti, Badia a Coltibuono
Sabatino di Properzio, La Valentina
Armando Castagnedi, Tenuta Sant'Antonio

Urs Vetter, Alois Lageder
Luca Caurrado, Vietti
Giacomo Neri, Casanova di Neri
Elena Felluga, Marco Felluga

2009

Fiona Barnett, Barnett Vineyards
Robin Cooper, Erna Schein
Shawn Guilliams, Guilliams Vineyards
Jeanne Davis, Keenan Winery
Chris Millard, Newton Vineyard
Sheldon Richards, Paloma Vineyard
Craig Becker, Peacock Family Vineyard
Fred & Sally Schweiger, Schweiger Vineyards
Steve & Linda Sherwin, Sherwin Family Vineyards
Jac Cole, Spring Mountain Vineyard
Sam Baxter, Terra Valentine
Wesley Steffens, Vineyard 7 & 8

2008

Jim Clendedden, Au Bon Climat
Greg Linn, Ambullneo
Gary Burk, Costa De Oro
Jeff Fink, Tantara Winery

2007

Billy Weiss, North Berkeley Imports

2006

Dan Phillips, The Grateful Palate

2005

Bill Phelps, Joseph Phelps

2004

Ed Sbragia, Beringer Vineyards

2003

Jim Clendenen, Au Bon Climat

2002

Thierry Gardinier, Chateau Phelan-Segur

2001

Janet Trefthen, Trefthen Winery

BROOKS UNCORKED

March 31, 2017 | Memphis Brooks Museum

- *RSVP Magazine* calls Brooks Uncorked **"one of Memphis's top 10 parties of the year"**! Guests enjoy more than **60 wines** from around the world provided by Buster's Liquors and local distributors, food from the **hottest local restaurants**, a silent auction and entertainment.
- The largest of the Memphis Wine + Food Series events, Brooks Uncorked attracts **500+ young and affluent up-and-coming wine enthusiasts**.
- This event enjoys broad media attention each year and consistently sells out.

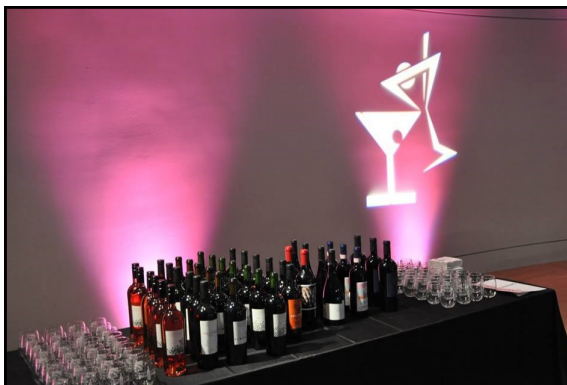
Sponsor Benefits:

Visibility & Access

- Opportunity to greet guests at the event
- Sponsor recognition verbally and on all marketing and press materials associated with this event including posters, coasters, invitations, menus, catalogues, press releases, Facebook/Twitter, web and e-blasts
- Opportunity for on-site marketing presence in the form of an interactive booth, Gift Bag giveaways and more.

Entertainment & Hospitality

- Special ticket packages tailored to meet the specific needs of our sponsor.
- Membership, museum admission and program discounts for employees.



THE GRAND ARTISANS' DINNER

May 19, 2017 | Hunt Phelan Home

- This is the most exclusive and intimate of all *Memphis Wine + Food Series* events. This special winemaker dinner has been hosted in some of the finest homes and destinations in Memphis.
- The dinner, orchestrated by chefs Andy Ticer and Michael Hudman, accommodates approximately 80 wine and food aficionados and will showcase the wines of Scarpetta, Dan Kosta, Whetstone and more which will be expertly paired with offerings from the city's best chefs and friends from outside of the Mid-South such as James Beard winners Lachlan Patterson, Bobby Stuckey and Ryan Prewitt.
- Special guest chefs **Ryan Prewitt, Pesche, New Orleans** and **Bobby Stuckey (master sommolier)** and **Lachlan Mackinnon-Patterson of Boulder, CO.**

Sponsor Benefits:

Visibility & Access

- Opportunity to greet guests and offer remarks at the event.
- Sponsor recognition verbally and on all marketing and press materials associated with this event including posters, invitations, menus, catalogues, press releases, Facebook/ Twitter, web and e-blasts.
- Opportunity for on-site marketing presence.

Entertainment & Hospitality

- Special reserved seating packages tailored to meet the specific needs of our sponsor.
- Membership, museum admission and program discounts for employees.



THE GRAND AUCTION

May 20, 2017 | Memphis Brooks Museum

The **culminating event** in the series is the Grand Auction. Held at the museum, winemakers from Scarpetta, Whetstone and Rudius **will pour their wines** as guests settle into their seats for the evening live auction of **50 + lots**, including rare and high-profile wines, exotic destinations, fine art, jewelry, tastings and private dinners. Guests bid on these items while enjoying the wines and the company of our featured vintners and an abundance of food from Paradox Catering and Chef Jimmy Gentry



The Grand Auction is the **most high-energy** of all Memphis Wine + Food Series events and features runway models, a disc jockey, professional auctioneer **Jeff Morris** and plenty of food and wine of course from our featured vintners.

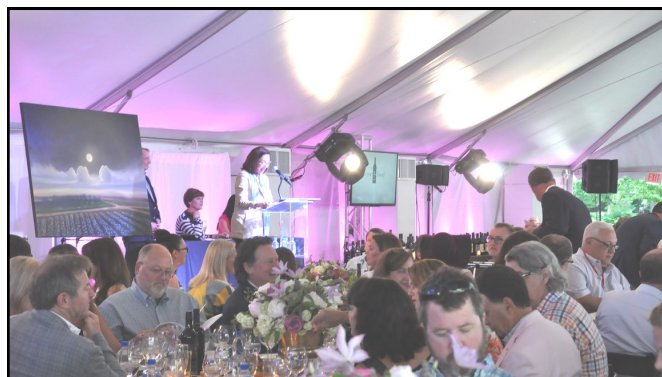
Sponsor Benefits:

Visibility & Access

- Opportunity to greet guests and offer remarks at the event (attendance approximately **300 people**)
- Sponsor recognition verbally and on all marketing and press materials associated with this event including wine glasses, posters, coasters, invitations, menus, catalogues, press releases, Facebook/Twitter, web and e-blasts.
- Opportunity for on-site marketing presence.

Entertainment & Hospitality

- Special reserved seating packages tailored to meet the specific needs of our sponsor.
- Membership, museum admission and program discounts for employees.



VIN-A-QUE

Fall 2017 | Memphis Brooks Museum

- *The newest addition to the Memphis Wine + Food Series that celebrates our city's unique BBQ heritage while allowing approximately 400 guests to see how traditional and non-traditional BBQ dishes pair with featured wines, specialty drinks and craft beer.*
- At the 2016 "Bohemian Picnic" themed event, a record number of guests enjoyed a wide variety of wines, 5 different spirits and Ghost River beer with the city's best traditional and non-traditional BBQ restaurants and other vendors.
- This event enjoys broad media attention each year.
- Live music by Mark Edgar Stuart, fortune telling, Holliday's Flowers and Events flower crown making station, a silent auction and the beautiful outdoor setting of the park make this event unique, laid-back and enjoyable for all.

Sponsor Benefits:

Visibility & Access

- Opportunity to greet guests at the event
- Sponsor recognition verbally and on all marketing and press materials associated with this event including posters, coasters, invitations, menus, catalogues, press releases, Facebook/Twitter, web and e-blasts
- Opportunity for on-site marketing presence: booth set up, VIP gift bag give-aways and more!

Entertainment & Hospitality

- Special ticket packages tailored to meet the specific needs of our sponsor.
- Membership, museum admission and program discounts for employees.



Sponsorship Benefits

Presenting \$40,000+

4 reserved Artisans' Dinner Seats
1 reserved Grand Auction Table (12)
Champagne reception
8 Brooks Uncorked
4 Vin-A-Que tickets
1 Corporate Membership
150 Museum passes
VIP invitations to Brooks Museum events.

Sovereign \$20,000+

2 seats at the Artisans' Dinner
1 reserved Grand Auction Table (12)
8 Brooks Uncorked Tickets
4 Vin-A-Que tickets
1 Corporate Membership
150 Museum passes
VIP invitations to Brooks Museum events.

Imperial \$10,000+

2 seats at the Artisans' Dinner
1 reserved Grand Auction Table (12)
6 Brooks Uncorked
4 Vin-A-Que tickets
2 Cloar Circle memberships
50 Museum passes
VIP invitations to Brooks Museum events.

Jereboam \$5,000+

6 seats Grand Auction
6 Brooks Uncorked Tickets
4 Vin-A-Que
2 Fellow memberships
VIP invitations to Brooks Museum events.

Magnum \$3,500+

6 General Admission tickets to either Grand Auction, Brooks Uncorked or Vin-A-Que or some combination of the three.
On-site presence at event.
VIP invitations to Brooks Museum events.

Optimize the Partnership

Our sponsorship packages begin at \$3,500 and are tailored to meet the unique needs and goals of our partners. Sponsors may choose to headline a particular event or span the entire series. Should you wish to make any changes to these proposed benefits, please do not hesitate to let us know.



Series Promotional Material

All of our sponsors receive recognition on all event advertising and promotional materials, which includes print, online and outdoor.

Print: Red Carpet Sponsor backdrop used at events; in-museum posters and displays; event guides; invitations; post cards; posters; the Brooks' calendar of events; menus and auction catalogues.

Online: Sponsor logo and listing and event detail on MemphisWine-andFoodSeries.org. Mentions are also included in all Memphis Wine + Food Series press releases sent to local and national media outlets.

**Placement is based on sponsorship level.*

On behalf of the Memphis Brooks Museum of Art and the Memphis + Food Series, we sincerely thank you for your consideration of our fundraising events.

We look forward to working with you!

For additional information, please contact:

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