

10th Annual *Wine & Run for the Roses* Auction on Derby Day

MUSCARELLE WINE AUCTION ON DERBY DAY

WINE  
run for the  
\$ROSES  
2020

MAY 2, 2020

PRESENTED BY:

MCV Foundation



VCUHealth™



# MUSCA- RELLE MUSEUM OF ART

at William & Mary

[muscarelle.org](http://muscarelle.org)

**The Muscarelle Museum of Art  
at William & Mary  
invites you to join us – and  
to join in sponsoring us – as we  
celebrate wine, art, and  
Derby Day at our 10th Annual  
*Wine & Run for the Roses*  
Auction on May 2, 2020.**

10  
YEARS  
ANNIVERSARY  
CELEBRATION

MUSCA-  
RELLE  
MUSEUM  
OF ART

at William & Mary





The Muscarelle Museum of Art Foundation presents the 10th Annual Wine & Run for the Roses Auction on Derby Day, Saturday, May 2, 2020, from 2:30 to 7 PM. at The Williamsburg Lodge in the Virginia Room. This is the primary fundraising event for the Museum and is the largest local charity auction in Williamsburg. Your support for *Wine & Run for the Roses* allows the Muscarelle Museum of Art to continue to play an integral role in the cognitive life of the university and the cultural landscape of the community.

Opened in 1983, the Muscarelle Museum of Art increasingly attracts national and international recognition for its important and noteworthy exhibitions and meaningful, experimental and scholarly shows of diverse media from various historical time periods, as well as a commitment to modern and cutting-edge contemporary art, Asian art, Native American art and photography. The Museum has presented such notable exhibitions as the Medici Collections, landscape paintings from the Uffizi, Golden Age Dutch landscapes from the Dulwich Picture Gallery, Michelangelo drawings from the Casa Buonarroti and Caravaggio paintings from Italian collections. In 2015, the Muscarelle organized the major exhibition *Leonardo: The Idea of Beauty*. In 2017, the Muscarelle hosted the largest and most important international loan exhibition of Botticelli's works in this country, *Botticelli and the Search for the Divine: Florentine Painting Between the Medici and the Bonfires of the Vanities*.

The Museum is now entering a transformative stage as we prepare to expand significantly as part of The Martha Wren Briggs Center for the Visual Arts and the new Muscarelle Museum of Art. This state-of-the-art, multi-million dollar facility will be established with the core mission of advancing arts and artists, while promoting thought-provoking dialogue and encouraging diverse and creative thinking.

*Wine and Run for the Roses* is the premier social event in Williamsburg! Fine and rare wines and extraordinary travel excursions are all at auction exclusively at this dynamic event. Featuring a wine reception with fabulous fare, a derby race raffle, and a giant screen telecast of the Kentucky Derby – you are sure to have a marvelous time! Join us to kick off our event with a special wine dinner at Waypoint Seafood and Grill on Thursday, April 30. The restaurant is ours for the evening and promises to be an evening you will remember.

By becoming a sponsor, you can be an important part of this most eagerly anticipated charitable event targeted at culturally minded individuals living in the Hampton Roads and Richmond areas, as well as friends of the Museum throughout the country. We expect over 300 attendees with additional sponsorship exposure to our yearly visitors to the Museum and recipients of Museum newsletters and emails. *Wine & Run for the Roses* provides potent and cost-effective ways to deliver your message to one of your most important demographics.

This successful event will continue to thrive with your support. With your sponsorship, the wine committee is able to purchase quality wines and offer exciting lifestyle opportunities, such as a once in a lifetime opportunity to participate in a South African photographic safari. These types of lots are the lifeblood of the auction, so we are soliciting your help to sponsor and, ultimately, support the Museum's wonderful exhibitions and programs. There is a broad selection of corporate sponsorships and four (4) separate lot sponsorship categories. To support this highly anticipated event, please fill out the form, enclose a check or credit card information, and send to the address indicated. Please contact Cindy McGann, Auction Coordinator at (252) 202-9463 or [cindy@mmawineauction.com](mailto:cindy@mmawineauction.com) if you have any questions.

**Thank you in advance for your sponsorship of the  
10th Annual Wine & Run for the Roses Auction!**









# JOIN THE EXCITEMENT





# MEDIA COVERAGE

The following calendar will help guide you through the deadlines we have for planned media materials. These materials will be continually released starting in January through the day of the event. Materials cover many media, including newspaper, web, radio, and self-publications.

To be included you must commit to your sponsorship by January 15, 2020.

## All sponsors are required to provide the following materials:

- one eps, jpg, pdf full color logo
- one eps, jpg, pdf black and white logo
- an active website link, a tag line (if applicable)
- a fifty word description about your company

For levels above \$1,000: any branding standards for specialized ads, one pdf full color advertisement for catalogue in quarter, half or full page depending on level.

**Full Page 6.5" wide x 7" tall**

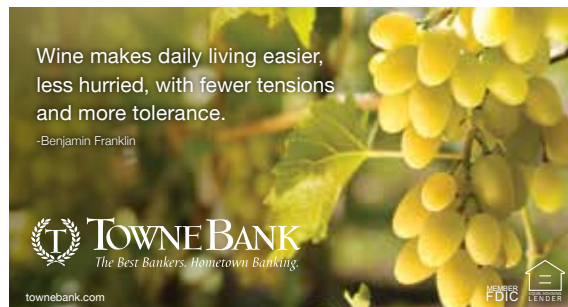
**Half Page 6.5" wide x 3.5" tall**

**Quarter Page 3.5" wide by 3.5" tall**



Your gifts toward scholarships, professorships, research and program funds support the life-saving work occurring at VCU Health every day. Discover your great place in our community at [MCVFoundation.org](http://MCVFoundation.org).

**MCV Foundation**  
VCU Health.





# MEDIA PLAN

## DECEMBER 2019

Save the Date cards (print and electronic)

Sponsor Packages distributed to 50 businesses regionally

## JANUARY 2020

Auctioneer Sponsor (unique sponsorship)

Spring MMA Newsletter

## FEBRUARY 2020

Printed Invitation (1000)

Four Page spread in *House & Home* magazine

Full-Page ad in *Distinction* magazine

## MARCH 2020

Recognition in Final Catalogue (\$2,500 level and above receive promotional advertising space)

Promotional Posters (all levels)

Half page ad in Spring Arts + Culture Preview Issue of *Veer* magazine

## APRIL 2020

Final Catalogue Insert (all levels)

Radio spots on local radio

VA Gazette ad

Calendar listing in *Distinction* magazine

Link on auction website (all levels on auction pages; \$10,000 and above up on Museum home page)

Final Media Push (eblast, internet, ticketing, giveaways, social media, and radio)

## May 2020

Donor and Sponsor signage at event

Event Day Recognition (all levels)

## JUNE 2020

Sponsor thank you in *House & Home*

[wm.edu/muscarelle](http://wm.edu/muscarelle)

**It's the best party in Virginia!**  
(But you won't know unless you go!)



**WINE AUCTION ON DERBY DAY**  
**SATURDAY | MAY 4, 2019 | 2 PM**



**Laugh! Libate! Lift your paddle for a great cause!**

Don't miss the premier social event in all of Virginia. Fine and rare wines - plus extraordinary travel adventures - all at auction this one day only! Features an hours-long wine reception with fabulous fare, a "haute-ly" contested hat contest, a live, giant-screen telecast of the Derby, and a hefty Derby raffle! All to benefit the Muscarelle Museum of Art Foundation, a 501(c)(3) organization.

For more information & to purchase tickets, visit:  
[wrtrwine.givesmart.com](http://wrtrwine.givesmart.com) or email [cindy@mmawineauction.com](mailto:cindy@mmawineauction.com).



PRESENTED BY  
**MCV Foundation**  
VCUHealth.

### 9th Annual Wine & Run for the Roses Events

#### Thursday, May 2

You are invited to join us for a special multi-course menu by Chef Hans Schadler paired with wines at **Waypoint Seafood & Grill**. This year the restaurant is all ours for the evening, so come mix and mingle with old friends or make some new ones. Seating is open for dinner and is sure to sell out quickly - **since we only have 70 tickets to sell.**

Thank you to our presenting Sponsors  
**MCV Foundation and VCU Health**

**6:00 pm**  
1480 Quarterpath Road  
Williamsburg, VA 23185

**Tickets \$200 Inclusive**



#### Friday, May 3

Join us for an evening of all things thoroughbred!

#### Kentucky Bred

**6:30 pm to 9:30 pm**  
Williamsburg Community Center  
401 N. Boundary Street  
Williamsburg, VA 23185

Enjoy a signature cocktail plus hors d'oeuvres prepared by Custom Culinary Connections, all paired with wines. Live music will be provided and seating will be inside and out.



Special thanks to Joe Montgomery and  
The Optimal Service Group for sponsoring this special evening.  
**Tickets \$125**

Proceeds from all events benefit the  
Muscarelle Museum of Art Foundation a 501(c)(3) organization.

### JOIN THE EXCITEMENT!

#### SATURDAY, MAY 4 | 2:00 PM

**Don't miss the premier social event in Williamsburg,**

featuring a Virginia wine reception with fabulous fare from local restaurants, hat contest, race raffle and live, giant screen telecast of the **145th Kentucky Derby**. Dress code is Derby Attire.

Complimentary valet parking.  
Event will be inside and also outside under a tent in the courtyard.

**2:00 pm to 7:00 pm**  
Raymond A. Mason School of Business  
Miller Hall  
101 Ukrop Way  
Williamsburg, VA 23185

**Tickets \$200**

**Purchase your tickets by April 12th**  
**and receive a ticket to the champagne reception at 1:30 pm.**

Tickets will be \$225 after April 19th.  
\$125 for Young W&M alums '09 - '18

Thank you to our presenting Sponsors  
**MCV Foundation and VCU Health**

To purchase tickets please visit [wrtrwine.givesmart.com](http://wrtrwine.givesmart.com)  
Questions please email [cindy@mmawineauction.com](mailto:cindy@mmawineauction.com)

**Laugh! Libate!**  
**Lift your paddle for a great cause!**





# CORPORATE SPONSORSHIP LEVELS

Tax deductible amounts are provided for businesses that would like to use the sponsorship as a charitable contribution instead of treating the entire amount as a business marketing expense. You will receive a gift acknowledgement letter for the tax deductible amount from William & Mary for your sponsorship.

## THOROUGHbred

(only one available)

### 5 Reserved Paddock Tables of 8

Recognition and Logo in all event materials and on big screens  
Two full page ads in the auction catalogue  
Patron-Level Muscarelle Membership for 2020-2021  
Company logo on event website and all media and advertising  
Banner at the event (provided by Sponsor)  
One additional benefit tailored to Sponsor

**\$ 50,000**

\$ 40,000 tax deductible



## GRAND CRU

### Reserved Paddock Table of 8

Four tickets to Waypoint Dinner  
Recognition and Logo in some event materials and on big screens  
Full-page ad in the auction catalogue  
Patron-Level Muscarelle Membership for 2020-2021  
Company logo on event website and select media and advertising  
Banner at the event (provided by Sponsor)

**\$ 10,000**

\$ 4,500 tax deductible

## PREMIER CRU

### Reserved Paddock Table of 8

Recognition and Logo in some event materials and on big screens  
Half-page ad in the auction catalogue  
Company logo on event website and select media and advertising  
Banner at the event (provided by Sponsor)

**\$ 5,000**

\$ 2,500 tax deductible

## RESERVE CELLAR

### Reserved Paddock Table of 8

Recognition and Logo in some event materials and on big screens  
Quarter page ad in auction catalogue  
Company logo on event website and select media and advertising

**\$ 2,500**

\$ 1,250 tax deductible

## AUCTION LOT

### Reserved Paddock Seating for 2

Recognition in some event materials  
Recognition on big screens, in auction catalogue and online with lot

**\$ 1,000**

\$ 600 tax deductible





# UNIQUE CORPORATE SPONSORSHIPS

(ONLY ONE AVAILABLE OF EACH)

## WAYPOINT WINE DINNER SPONSOR

### Reserved Paddock Table of 8

Wine Room seating for 8 at Waypoint Dinner  
Company logo in select media and advertising  
Full-page ad in the auction catalogue  
Company logo in dinner section of catalogue  
Sponsor signage at event

**\$ 10,000**

**\$ 4,200 tax deductible**

THE  
**OPTIMAL**  
SERVICE GROUP

*of Wells Fargo Advisors*

## TABLE WINE SPONSOR

### Reserved Paddock Table of 8

Four tickets to Waypoint Dinner  
Sticker or tags on every wine bottle on tables  
Recognition on event signage, materials, and on big ccreens  
Quater-page ad in the auction catalogue  
Company logo on event website

**\$ 7,500**

**\$ 3,500 tax deductible**

## AUCTIONEER SPONSOR

### Reserved Paddock Table of 8

Recognition in some event materials  
Half-page ad in the auction catalogue  
Company logo on event website and in select media and advertising  
Banner at the event (provided by Sponsor)

**\$ 5,000**

**\$ 2,600 tax deductible**

## PADDLE SPONSOR

### Live Auction Paddles custom designed with your logo

### Reserved Paddock Table of 8

Recognition and Logo in some event materials  
Half-page ad in the auction catalogue  
Company logo on event website

**\$ 5,000**

**\$ 2,500 tax deductible**

## VIRGINIA WINE RECEPTION SPONSOR

### Reserved Paddock Table of 8

Recognition on event signage and materials and on big screens  
Quater-page ad in the auction catalogue  
Company logo on event website

**\$ 2,500**

**\$ 1,250 tax deductible**

**BARTLETT  
& SPIRN, P.L.C.**  
Attorneys at Law





We would like to thank our corporate sponsors for making  
Wine & Run for the Roses 2019 a truly unique event:

PRESENTED BY

# MCV Foundation



WAYPOINT WINE DINNER SPONSOR



PADDLE SPONSOR



AUCTIONEER SPONSOR



PREMIER CRU



CHAMPAGNE RECEPTION



RESERVE CELLAR CIRCLE





# SPECIAL THANKS TO OUR GUESTS & VOLUNTEERS WHO MADE OUR 2019 EVENT SO SUCCESSFUL!







MUSCA-  
RELLE  
MUSEUM  
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[muscarelle.org](http://muscarelle.org)

Jean Dufy | *At the Races* (detail), 1957-1958

Oil on canvas | Gift of Mrs. Rose A. Guy in honor of William & Mary President Thomas A. Graves, Jr.