



*Monticello*  
WINE TRAIL



**WINE WEEK**

WINE ENTHUSIAST'S WINE REGION OF THE YEAR

FIRDAY, APRIL 26th-FRIDAY, MAY 3rd



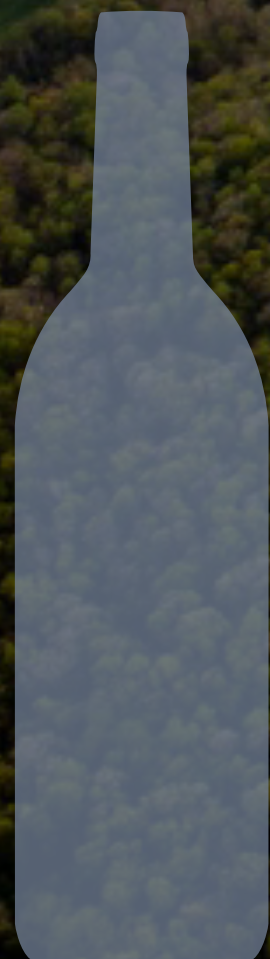
# CHARLOTTESVILLE & THE MONTICELLO AVA

*Birthplace of American Wine*

Charlottesville and the Monticello American Viticultural Area (AVA) have been named Wine Enthusiast's 2023 Wine Region of the Year. The award recognizes over 40 wineries in the Albemarle, Fluvanna, Greene, Orange, and Nelson counties. The Monticello AVA, with a history of over fifty years, is celebrated for its unique terroir, passionate winemakers, and collaborative spirit. This global acknowledgment highlights the region's position as a premier destination for wine enthusiasts.

Each year, Monticello Wine Week celebrates the top wines of the Monticello AVA through a diverse array of over 20 events across the region. The festivities kick off with the esteemed Monticello Cup Gala and Grand Tasting, followed by a series of Wine Trail sponsored activities including A Sparkling Brunch, Winemaker Golf Tournament, and Rosé events. Noteworthy is the remarkable support from local and state authorities this year, ensuring unparalleled exposure for the Wine Trail. With your support, we aspire to elevate this year's events onto the international platform, highlighting the excellence of our region's wines.

By sponsoring Monticello Wine Week, you'll be part of a yearlong marketing campaign backing Wine Enthusiast's esteemed Wine Region of the Year Award. Your organization's name, logo, and website will prominently feature on the Monticello Wine Trail's website and be showcased across social media platforms and print materials throughout the entirety of the campaign.



**WINE ENTHUSIAST**

2023 WINE REGION OF THE YEAR



MONTICELLO AVA





# PRESENTING SPONSOR

EXCLUSIVE LEVEL

**SOLD OUT**



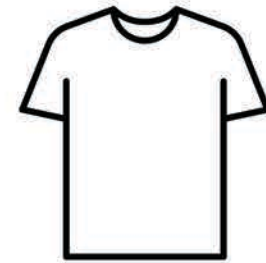
\$50,000  
Minimum of \$10,000 cash  
donation



Logo included on all  
Wine Week event tickets



Press Release announcing  
presenting sponsor,  
distributed to Virginia  
media and outlets



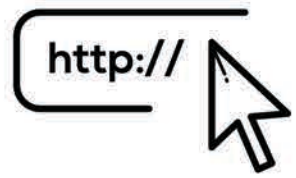
Logo printed on  
event T-shirt



Listed as presenting sponsor  
on digital and print  
marketing for all Wine Week  
events and on event  
signage.



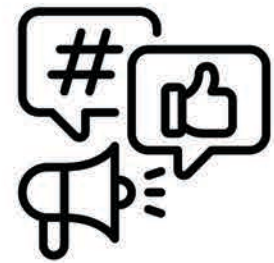
Logo printed on Wine  
Week wine glasses



Logo and website link on the  
Monticello Wine Trail  
Website through January of  
2025 with an reach of of  
150,000 impressions



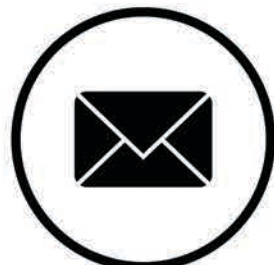
Opportunity to give  
remarks at the Opening  
Gala and Closing Event



Logo and website link  
listed on 41 Wine Trail  
websites and social media  
with extensive reach to a  
variety of audiences



Opportunity to host a  
Winemaker's dinner  
featuring Winemakers of the  
Monticello Wine Trail on an  
agreeable future date



Logo and website link  
included in email  
advertising with over 500k  
subscribers

**10**  
TICKETS

Gala Opening  
Sparkling Brunch  
Rosé Event  
White Wine Showcase  
Red Wine Showcase  
Golf Tournament Riedel  
Wine Reception & Tasting  
Closing Concert Series



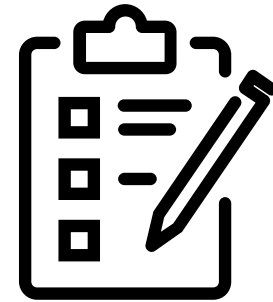


# PLATINUM SPONSOR

3 AVAILABLE



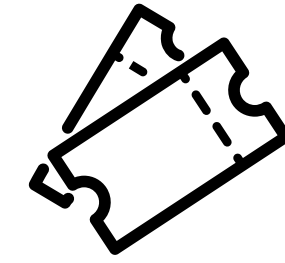
\$25,000  
Minimum of \$5,000 cash  
donation



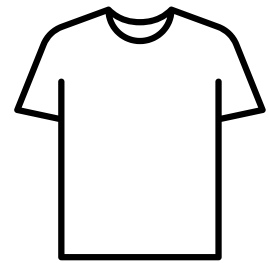
Listed as Platinum Sponsor  
on event signage



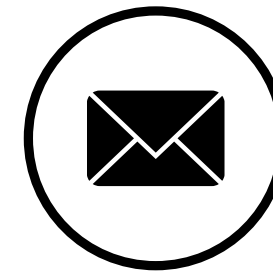
Logo and website link on  
the Monticello Wine Trail  
Website through January  
of 2025 with an reach of  
of 150,000 impressions



Logo included on  
all Wine Week  
event tickets



Logo printed on  
event T-shirt



Logo and website link  
included in email  
advertising with over 500k  
subscribers

**6**  
TICKETS

Gala Opening  
Sparkling Brunch  
Rosé Event  
White Wine Showcase

Red Wine Showcase  
Golf Tournament Riedel Wine  
Reception & Tasting  
Closing Concert Series





# GOLD SPONSOR

7 AVAILABLE



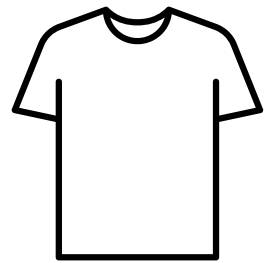
\$15,000  
Minimum of \$3,000  
cash donation



Listed on all digital and  
print marketing for all  
Wine Week events as a  
Gold Sponsor



Logo and website link on the  
Monticello Wine Trail Website  
through January of 2025 with an  
reach of of 150,000 impressions



Logo printed on  
event T-shirt

**4**  
TICKETS

Gala Opening  
Sparkling Brunch  
Rosé Event  
White Wine Showcase

Red Wine Showcase  
Golf Tournament Riedel Wine  
Reception & Tasting  
Closing Concert Series





# SILVER SPONSOR

10 AVAILABLE



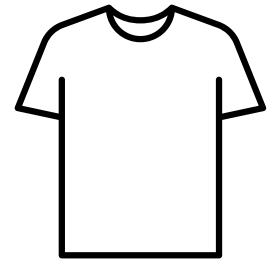
\$7,500  
Minimum of \$1,500  
cash donation



Listed on all digital and  
print marketing for all  
Wine Week events as a  
Silver Sponsor



Logo and website link on the  
Monticello Wine Trail Website  
through January of 2025 with an  
reach of of 150,000 impressions



Logo printed on  
event T-shirt

**2**  
TICKETS

Gala Opening  
Sparkling Brunch  
Rosé Event  
White Wine Showcase

Red Wine Showcase  
Golf Tournament Riedel Wine  
Reception & Tasting  
Closing Concert Series





# BRONZE SPONSOR

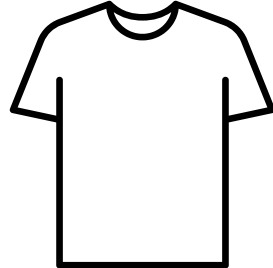
CASH SPONSORSHIP LEVEL - \$5,000



Listed on all digital and print marketing for all Wine Week events as a Bronze Sponsor



Logo and website link on the Monticello Wine Trail Website through January of 2025 with an reach of of 150,000 impressions



Logo printed on event T-shirt

**2**  
TICKETS

Gala Opening  
Sparkling Brunch  
Closing Concert  
Series





THANK YOU TO OUR GENEROUS SPONSORS

PRESENTING SPONSOR



KESWICK

HALL • 1912



# SILVER & BRONZE SPONSORS



**DEREKJ**

**TOBLER**

Professional Mobile DJ

**[DJTOBLER.COM](http://DJTOBLER.COM)**



MAGNUM OPUS  
EVENTS