

2010 Auction of Washington Wines

Participation Opportunities

BARREL AUCTION & PICNIC WITH THE WINEMAKERS

Thursday, August 19, 2010

Held on the grounds at Chateau Ste. Michelle in Woodinville, WA, Barrel Auction & Picnic with the Winemakers kicks off the weekend festivities. Picnic is a casual and fun, general admission event, attracting 1000 guests and featuring the barrel auction, a silent auction, games of chance, great food and live music. Winemakers are invited to stroll the grounds serving their wine and greeting guests. Themed Tasting Bars are also offered.

How to participate:

Provide wine to be served at the event:

Event wine is the wine served either at the Tasting Bars or by winemakers to patrons during the event. There are four Tasting Bars (manned by Washington Wine Ambassadors) and a Winemaker Tent (for winemakers mingling with the crowd and pouring wine). Staff will be on hand in the tent to chill whites/roses and open bottles for you. Stemware will also be provided.

Tasting Bar Categories:

- Riesling Revival
- Rockin' Rosé
- Sizzling Syrahs
- Wondrous Whites – fresh, crisp whites, sparkling
- Ravishing Reds – Merlot, Cab Sauv, etc. - varietal or blend

All wines poured must be from licensed and bonded wineries in Washington State. We ask for a minimum of one case of wine for each Tasting Bar you participate in and six bottles of wine for **each** winery representative – maximum of two representatives (winemakers encouraged) – pouring. Wine not used at the event will be reserved for the Gala.

WINEMAKER DINNERS

Friday, August 20, 2010

Held on Friday night in private homes, these are exclusive dinners featuring 2 – 3 winemakers, paired with guest chefs. Dinners are intimate and typically accommodate 30 – 50 guests.

How to participate:

If you have the ability to put together a dinner by partnering with other wineries and possibly even have a home or chef in mind – please contact Carol Munro at cmunro@washingtonwine.org. If you are interested in learning more about the winemaker dinners, please contact Carol.

The black tie Gala Auction is held on Saturday night in the elegant tent at Chateau Ste. Michelle. Over 600 guests will enjoy gourmet cuisine and Washington wine while bidding on the Silent, Almost Live and Live Auctions.

How to participate:

Live Auction

The Live Auction at the Gala Auction is the highlight of the auction weekend. The Live Auction will include 40 top auction lots with a value range of \$5,000 - unlimited! Inclusion in the Live Auction is based on the **value and unique quality** of the donated lot. Our patrons enjoy bidding and purchasing lots with unique opportunities to meet the winemakers and one-of-a-kind experiences. We encourage you to work with fellow vintners, growers and friends to create exceptional lots.

Please note the deadline to be considered for the Live Auction is May 31, 2010.

Yes – it's early – but it takes time to put these great lots together and we need to know what is in the works so that we can build the Live Auction. If you have an idea for the Live Auction, please contact jashley@washingtonwine.org.

Almost Live Auction

Since it is often not possible to include all of the great auction lots on the Live Auction, we have created this special section. Usually featuring 20 – 25 lots, this section is displayed in the main tent for guests to bid on during dinner and the Live Auction. Value range is \$1,000 - \$5,000.

Silent Auction

The Silent Auction will include approximately 100 lots with a value range of \$100 - \$2,500.

Ideas for auction items:

- Unique one-of-a-kind experiences with winemakers (golf, dinners, travel, etc.)
- Wine dinners in private homes and winemaker dinners for 8 – 12
- Celebrity experiences
- Unique travel wine experiences:
 - Washington wine country
 - US destinations with wine connections (Aspen, Sun Valley, CA)
 - International destinations
- Wine collections – verticals or by the case, "Growers" cases
- Large format bottles – sand-carved/etched and signed
- Tickets to sporting events paired with special wine and/or dinner
- Winemaker/tasting/release opportunities for 8 - 12

Provide wine to be served at Gala

Event wine is the wine served at the Gala Auction. There are three categories;

- Gala Arrival Reception – whites (1 case) and easy to drink reds (1-2 cases)
- Gala Dinner – reserve, signature, limited white or red (1-2 cases)
- Gala Post Reception – port style, sparkling, dessert (1/2 case 375's or equivalent)

Ways to Donate:

DONATE ON LINE!

To make your event wine donations on-line visit www.auctionofwashingtonwines.org (coming soon!)

To make your auction lot donations on-line visit www.auctionofwashingtonwines.org (coming soon!)

The deadline to be considered for a Live auction lot donation is May 31, 2010.

The deadline for submitting a Picnic Silent or Gala silent auction lot donation is June 11, 2010.

AWW will package donations together as needed.

NEED HELP?

Please don't hesitate to contact Jeff Ashley at jashley@washingtonwine.org or 206-326-5754 if you have any questions or wish to discuss possible auction lots.

To help create even more excitement about the upcoming Auction of Washington Wines and promote your participation, we encourage you to do the following:

- List the events in your newsletters – highlight your auction lots
- Place panel cards in your tasting rooms (we will mail to you!)
- Invite your top customers to attend the events – let them know what you are donating and encourage them to attend and bid on your lots! We can provide invitations – or if you provide us with the names we will mail invitations for you.
- Plan to attend the events! Tickets will go on sale in June – and all wineries/growers receive a special “two-for-one” price on Barrel Auction/Picnic and Gala Auction tickets.

----- Please copy section below and email, fax or mail to AWW to denote initial interest in participation -----

Please hold a spot for our winery in the following areas of participation:

- Winemaker Dinner Participation
- Auction Lots (for Picnic & Gala)
- Providing Event Wines
 - Picnic Tasting Bars
 - Gala Reception
 - Gala Dinner
 - Post Gala
- Game Prizes (Wheel of Wine, Ring Toss, Raffle, etc.)

Please Print

WINERY: _____

CONTACT: _____

PHONE: _____

Please return to Jeff Ashley | Auction of Washington Wines | 1000 Second Ave., #1700 Seattle, WA 98104 | 206.326.5754