

WINEAPAWLOOZA



2024

BENEFITTING JAMESON HUMANE



WINEAPAWLOOZA 2024
FRIDAY JUNE 21 & SATURDAY JUNE 22
SPONSORSHIP OPPORTUNITIES

INTRODUCTION TO JAMESON HUMANE



Monica and David Stevens founded Jameson Humane in 2014 to improve animal welfare through global collaboration and education for the benefit of all life - in the name and spirit of their beloved rescued dog - Jameson.

Jameson is an impact-driven nonprofit organization that collaborates and educates to inspire change in animal welfare, not only in local communities, but around the world.

Jameson's 11th Annual WineaPAWlooza!

WineaPAWlooza is Jameson's largest annual fundraiser and is consistently **ranked within the top 10 wine auctions in the nation by Wine Spectator magazine**. It is unique to wine auctions worldwide in 2022 reached a new record of \$2.2M! **50 top vintners and winemakers participate along with 150 wine collectors and enthusiasts from around the country in a spectacular Grand Tasting**, and 20 never before seen cult wine-centric, auction lots - it is a magical event.

WineaPAWlooza kicks off Friday, June 21 in the early evening as daylight is extended, and the Napa Valley is at its most beautiful. We kick off the weekend event with an exclusive cult wine tasting, fresh farm-to-table family-style dinner, followed by the acclaimed wine auction with never-before-seen wine lots and experiences. **The fun continues Saturday, June 22**, bringing an exciting and highly sought-after group of vintners for our Grand Tasting, followed by a festive private concert featuring Napa's favorite, Wristrocket!

Because of funds raised during WineaPAWlooza, Jameson can provide:

- Mobile Veterinary Unit Program including, spay/neuter, vaccines, and microchips for low-income, senior citizens, unhoused communities, those facing domestic violence, and more.
- Community Animal Assistance Program (CAAP) ensuring animals and humans are able to stay together through subsidized medical care, food, behavioral training, landlord deposits, temporary housing, and more.
- 7-day per week nationwide Helpline to assist those in need by phone and email
- Rescue and sanctuary for all domestic species in need
- Senior Citizen Pet Wellness Program maintaining activity and care for seniors' companion animals
- Pet Pantry and Disaster Supply Program to provide free pet food for families who are food insecure or unable to provide for their animal companions during a disaster.

“Our lots become more and more impressive and our vintners more and more generous, year over year. What brings me the most joy is the belief and trust that our vintners, donors, and community have in our mission and the support they're willing to give.” *–Monica Stevens, Founder, Jameson Humane*



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WINEAPAWLOOZA SPONSORSHIP OPPORTUNITIES

Please join us for a magical weekend, **June 21 & 22, 2024** for world-class wines, music, and a Wine Spectator Top 10 Wine Auction - all benefiting Jameson Humane!

Help us take this year's event to the next level and receive widespread recognition, various benefits, and the knowledge that you are helping us to save animals' lives. Your sponsorship is seen by 300+ WineaPAWlooza bidders with a net worth of \$1M - \$10M, as well as by media from top-tier publications nationwide.

This unique event requires visionary and generous collaborators. We have created a variety of sponsorship opportunities to ensure WineaPAWlooza continues to be a top auction and fundraiser and that we can continue to effect real change in our animal welfare and community engagement mission.

\$5,000 WINEAPAWLOOZA COMMUNITY SPONSOR

- A one-time sponsorship announcement with **your company logo** on the PAW '24 top rotating **photo gallery banner** on the website.
- Your company logo included in the **sponsors' page** on the PAW '24 website through 2024.
- Inclusion in the WineaPAWlooza **press release** recognizing your sponsorship.
- Your company **logo in the PAW '24 Auction Catalog**.

\$10,000 WINEAPAWLOOZA PAW SPONSOR

- Sponsorship recognized in regional and national printed materials promoting PAW '24.
- **Two tickets** to attend both Friday and Saturday events.
- A **full-color, quarter-page ad placement** inside the PAW '24 Auction Catalog.
- Logo included on the **bidding paddle**.
- Plus all of the \$5,000 sponsor benefits.

\$25,000 WINEAPAWLOOZA EVENT SPONSOR

- Sponsorship recognized in regional and national printed materials promoting PAW '24.
- **Four tickets** for both Friday and Saturday events.
- Special placement of your company's **full-color, half-page ad** inside the PAW '24 Auction Catalog.
- Your company's logo will be included in the **e-auction bidding site**.
- Prominent placement in all communications for PAW '24.
- Dedicated **event signage** to include your company logo displayed in front of over 300 wine connoisseurs and vintners.
- Plus all of the \$5,000 sponsor benefits.

\$50,000 WINEAPAWLOOZA PRESENTING SPONSOR

An exclusive opportunity for **full event naming rights** with the 11th Annual WineaPAWlooza and includes:

- A reserved **table for eight** for both Friday and Saturday events.
- Special placement of your company's **full-color, full-page ad** inside the PAW '24 Auction catalog.
- Your logo is included on the WineaPAWlooza **step-and-repeat photo capture** and dedicated **event signage**.
- **Photo gallery** of your participation in PAW '24 post-event for you and your guests to enjoy.
- **Prominent placement** in all communications for PAW '24.
- Logo on **e-auction bidding site**.
- Plus all of the \$5,000 sponsor benefits.



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PREVIOUS SPONSORS

NETJETS®

BEAU
WINE TOURS



Stanly Ranch

AUBERGE RESORTS COLLECTION

NAPA VALLEY



Wealth
Enhancement
Group®



MIV
INSURANCE SERVICES LLC



ARCHER HOTEL

imdgraphics



Cartons & Crates
Packaging & Shipping Company



WINEAPAWLOOZA BY THE NUMBERS

WINEAPAWLOOZA BIDDERS

Income Level

\$250,000 - \$1,000,000+

Average Age

55 years

Average Net Worth

\$1MM - \$10MM

JAMESON HUMANE AUDIENCE

Social Media

Facebook: 23,400+

Instagram: 17,100+

Jameson Database

10,000+ members

Webpage Performance (2023)

89,000+ views

31,000+ visitors

PREVIOUS WINEAPAWLOOZA VINTNERS

There exists in wine country a profound affection between humans and their beloved four-legged children. We thank our dear vintner and winemaker friends who have supported Jameson Humane throughout the years by offering their wines during our Saturday night Grand Tasting. Their wine labels represent some of the most sought after, hand-crafted wines in the world...and you get to taste them all!

Accendo	Hudson	Pulido-Walker
Adversity Cellars	Immortal	Raen
Alejandro Bulgheroni Estate	Julian Fayard	Realm Cellars
Antix Wine	K. Laz Wine Collection	Relic
Anomaly Vineyards	Katnip	Riise
Aperture Cellars	Keever Vineyards	Riverain Vineyards
Arietta	Keplinger Wines	Robert Foley Vineyards
Arkenstone	Kerr Cellars	Roy Piper
Arrow & Branch	La Pelle	Shibumi Knoll
Azur	Lail Vineyards	Silver Oak Cellars
Behrens Family Winery	Larkin	Sire
Bevan Cellars	Lithology	Spottswode
Brand	Lorenza	Staglin Family Vineyard
Brilliant Mistake Wines	Lyrinx	Switchback Ridge
Carter Cellars	Macauley Vineyard	Teeter Totter
Continuum	Mad Fritz Brewery	The Mascot
Covert	Marciano Estate	The Vineyardist
Dakota Shy	Marston Family Vineyards	Theorem Vineyards
Dana Estates	Melka Estates & Winery	TOR Wines
David Arthur Vineyards	Memento Mori	Tres Perlas
Detert Family Vineyards	Myriad	Trois Noix
Dogfarm	Namo	Venge Vineyards
Drinkward Peschon	Neiman Cellars	Vice Versa
Eisele Vineyard	Nemerever	Vine Hill Ranch
Fairchild Estate	Neotempo	Wren Hop Vineyards
Fait-Main	Nine Suns	Zakin Family Estate
Fe Wines	Opus One	Zeitgeist
Gamble Family Vineyards	Ovid	
Gandona	Patria	
Graham + Stella	Paula Kornell Sparkling	
Greer	Wines	
Hamel Family Wines	Perfect Season	
Harlan/The Mascot	Perliss Estate Vineyards	
Harumph	Plinth	
Hourglass	Pott Wines	



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WINEAPAWLOOZA IN THE PRESS

Live Auctions Tallying \$1 Million or More

AUCTION	BENEFICIARY	LOCATION	LIVE BIDS
Naples Winter Festival	Naples Children & Education Foundation	Naples, Fla.	\$13,080,000
Auction Napa Valley	Local health and children's education nonprofits	St. Helena, Calif.	\$11,813,000
Sonoma County Wine Auction	Sonoma County education, health, environmental and arts services	Windsor, Calif.	\$3,055,000
Auction of Washington Wines	Seattle Children's Hospital and WSU wine science research	Woodinville, Wash.	\$2,456,780
Destin Charity Auction	Northwest Florida children's charities	Miramar Beach, Fla.	\$2,224,075
Rodeo Uncorked! Champion Wine Auction and Dinner	Houston Livestock Show and Rodeo	Houston	\$1,704,300
Classic Wines Auction	Children's and family charities	Portland, Ore.	\$1,663,583
Festival Napa Valley	Napa Valley Festival Association	St. Helena, Calif.	\$1,636,500
Emeril Lagasse Foundation's Carnivale du Vin	Emeril Lagasse Foundation	New Orleans	\$1,421,300
Wineapawlooza	Jameson Animal Rescue Ranch	Oakville, Calif.	\$1,400,000
Southwest Florida Wine & Food Fest	Local charities for children's health and education	Bonita Springs, Fla.	\$1,376,000
Toast to Your Health	University of Rochester Heart & Vascular	Canandaigua, N.Y.	\$1,241,500
High Museum Atlanta Wine Auction	High Museum of Art	Atlanta	\$1,024,105
TOTAL			\$44,096,143

Wine Spectator tracks the results of charity wine auctions in the U.S. These auctions have multiple revenue streams, including ticket sales, sponsorships, silent auctions and live auctions, with the latter segment the sole event common to them all. Above are the self-reported totals for all live auctions that brought in \$1 million or more in 2019.

"Our lots continue to become more and more impressive, and the in-person events are irreplaceable," said Monica Stevens, Co-Founder, Jameson Humane. She added that **what brings her the most satisfaction is "the belief and trust that our vintners, donors and community have in our mission."** (*Wine Spectator*, July 13, 2022)

"Wineapawlooza is Jameson's key annual fundraiser, **an event that has earned its place as one of the top 10 wine events in the country, according to Wine Spectator magazine.** Since 2014, Wineapawlooza has raised nearly \$9M to support our mission, supplying the critical funds necessary for Jameson programs to improve the state of animal welfare and save animal lives." (*Haute Living*, August 3, 2021)

"Wineapawlooza is Jameson's annual fundraiser, an event that **has earned its place as one of the top ten wine events in the country according to Wine Spectator magazine.** The money raised from this sought-after weekend supplies the critical fund necessary for Jameson's programs to improve the state of animal welfare and save animals' lives. Because of Wineapawlooza, Jameson has been able to help thousands of animals and their humans through vital programs that work across the inextricable web between animal welfare, local communities, and the environment." (*Venu Magazine*, Issue 51, Dec, 2023)

"Auctioneer Fritz Hatton led the spirited bidding for 20 unique lots from around wine country. The top lots were: **ten cases of 2021 TOR Beckstoffer to Kalon Vineyard Cabernet, which went for \$200K - the highest winning bid on a single lot;** a barrel of Bevan, \$160K, a PARTY with Million Dollar winemaker, Jesse Katz \$140k, a four-night stay in Augusta, a round of golf at Forest Hills and a TUSK wine dinner, \$100K; and a private tasting at RAEN Winery, Monarch Tractor tour, a tasting at Brandini winery in Italy, and a two-night stay at Brandini's Agriturismo, \$100k." (*KRON4*, July 2, 2022)

"Star winemakers and celebrity guests came together for Wineapawlooza's ninth-annual charity wine auction on June 25, raising more than \$2.2 million for Napa's Jameson Humane. The total is a big increase from last year's virtual auction results of \$1.4 million and a new high total for the event."

—*Wine Spectator*, July 2022

Media Contact:

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OUR ESTEEMED STEERING COMMITTEE

Vanessa Conlin MW
Monica Stevens
Co-Chairs

Fritz Hatton
Auctioneer

Steering Committee

Jaime Araujo
Joyce Bone
Adriana Chinsky
Eduardo Dingler
Des and Genevieve Echavarrie
Holly Emerson
Robert Emery
Armen and Jenny Khachaturian
Jennifer Lombard
Michele Mitchell
Matt Murphy
François and Anne Vignaud
Julia Wildt

Jameson Humane Team

Brenda Burke
Arwen Gallenkamp
Jenni Morris
Maral Papakhian
Sep Pirchner
Jennifer Romanek

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*Visit wineapawlooza.com
for more information*



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connecting animals, humans, and our planet.

THANK YOU FOR YOUR SUPPORT!