

CHARDONNAY CLASSIC

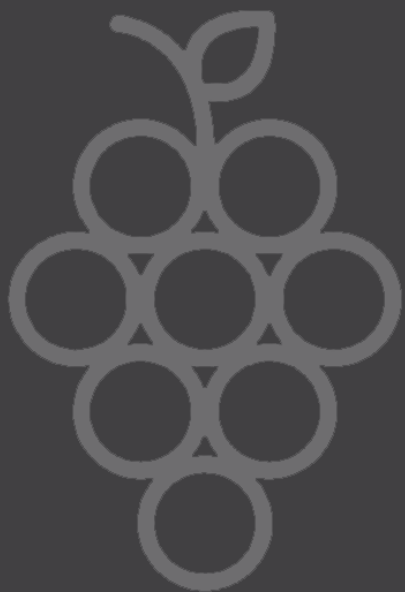
one grape | endless style

2022 SPONSORSHIP DECK

The Art of Crafted Luxury

The attendees of the Chardonnay Classic come from a diverse background all with an appreciation of the finely crafted, artisanal quality that expresses itself in expertly crafted bottles of wine.

With an eye toward luxury, our attendees appreciate the full immersion experience & rich educational opportunity to learn every aspect of what is in their glass; from vine to dine.



What is the Chardonnay Classic?

In its inaugural year, The Chardonnay Classic stands to be the preeminent Chardonnay focused wine event of the year. Bringing together the world's finest vintners in an exclusive invite-only participation of over 60 wineries, we will showcase the immense variety and expression of a single varietal. From still to sparkling, crisp to oaky, and everything in between; we explore the "Winemaker's Grape" and journey through each producer's wine.

The Chardonnay Classic gathers together winemakers, industry professionals, and enthusiasts alike to more fully learn and appreciate the vast intricacies and expressions of a simple and humble grape. With a focus on educational sessions, grand tastings, and expertly crafted experiential dinners; we create an environment that fosters both business relationships and deep friendships that promotes lasting community among all involved in creating and enjoying every bottle of wine.



EVENT DETAILS

May 20 - May 22, 2022

Meritage Resort & Vista Collina Resort
Napa Valley California

VVIP Chardonnay Classic Registration (20)	\$5,000
Chardonnay Classic Registration	\$2,000
Festival of Chardonnay Entrance Fee	\$200



VISTA COLLINA



THE RESORTS

The Meritage Resort & Spa and sister property, Vista Collina Resort, are the perfect combination of luxury, location, and convenience. Boasting the 2 largest indoor event spaces in the Valley & set in the shadow of both vineyards & the infamous Napa Valley Grape Crusher, the Meritage Resort is the perfect location for friends to gather and immerse themselves in the world of wine.

Structure of the Event:



3-Day event with exclusive dinners and unique VIP events hosted by participating wineries.



Educational and interactive experiences throughout the event with evening entertainment.



A variety of lunches and activities will be held both on-site



Grand Tasting on Saturday with participation from the top Chardonnay producing wineries in California, Oregon, and wine regions around the world.



A Portion of the proceeds from this event will be donated to charities focused on supporting aspiring industry professionals and local charities that support the needs of the community

The event brings together winemakers, wine industry professionals, and enthusiasts alike to more fully learn and appreciate the vast intricacies of a simple and humble grape, and will in turn build an experience that will encourage attendees to return year after year.

The Chardonnay Classic is designed to build a strong community and create an environment in which friends become family and business gets done.



Corporate & Event Sponsorships

Presenting Sponsor | \$50,000



Presenting Sponsor of either The Chardonnay Classic Grand Tasting



1 curated afternoon educational session with choice of speaker and topic
(ex: Napa Valley Rocks, Oregon Wine Country)



2 display tables at the Chardonnay Classic Grand Tasting throughout the full 3 day event



4 Registrations to Full Chardonnay Classic Event {\$8,000 value}



Signage throughout the event and Logo on select marketing materials and in the program



Banner ad on ChardonnayClassic.com website



2 Featured Articles / Blog Posts in pre-event eblasts



2 Full Page Color Ads in “Tasting Notes” event program



Promotion via all Social Media Outlets before/during/after event



Opportunity to Brand Event Gift bag & Inclusion of item in Event Gift Bag

Event Sponsor | \$25,000

- Event Sponsorships available for Chardonnay Classic and The Grand Tasting
- 1 display table at the Chardonnay Classic Grand Tasting
- 2 Registrations to Full Chardonnay Classic Event {\$4,000 value}
- Signage throughout the event and Logo on select marketing materials and in the program
- Banner ad on ChardonnayClassic.com website
- 1 Featured Articles / Blog Posts in pre-event eblasts
- 1 Full Page Color Ads in “Tasting Notes” event program
- Promotion via all Social Media Outlets before/during/after event
- Inclusion of item in Event Gift Bag



Platinum Sponsor | \$10,000

1 Table/Exhibit Area during the Chardonnay Classic

Logo on select marketing materials and in the program

½ page ad in “Tasting Notes” event program

Promotion via all Social Media Outlets before/during/after event

Inclusion of item in Event Gift Bag

Gold Sponsor | \$5,000

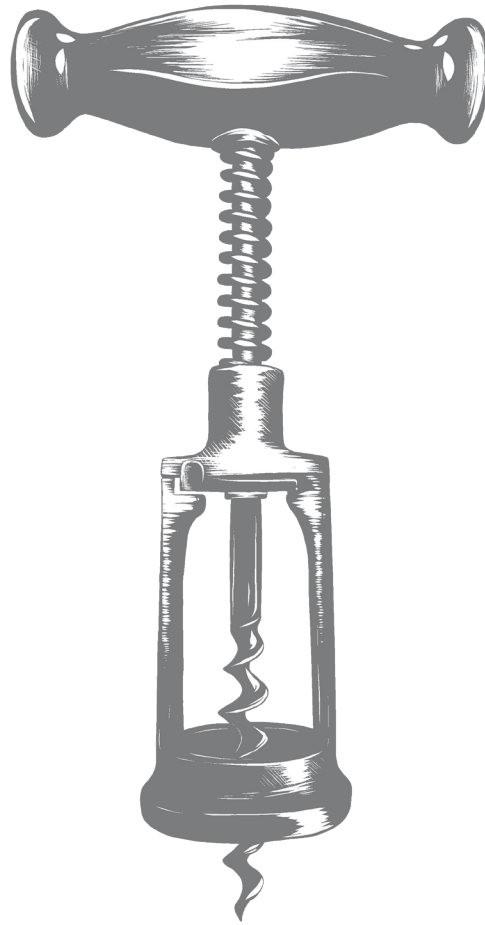
Logo on select marketing materials and in the program

Promotion via all Social Media Outlets before/during/after event

Inclusion of item in Event Gift Bag

* Custom Sponsorships Available





Chardonnay Classic | 875 Bordeaux Way | Napa, CA 94558 | (707) 251-3058 | ChardonnayClassic.com