

CHARDONNAY CLASSIC

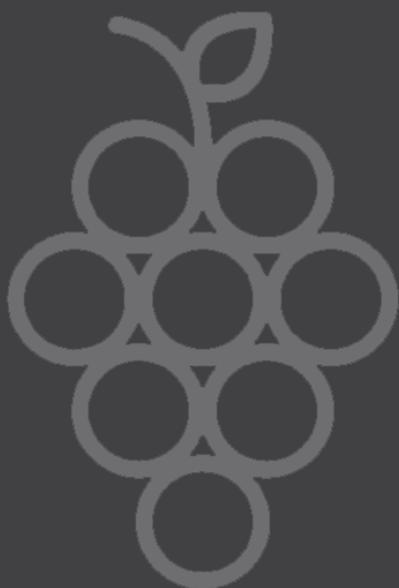
one grape | endless style

2022 Wine Sponsorship

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



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.



Winery Sponsorships

Exclusive Dinner Sponsor | \$25,000

Exclusive Wine poured at Saturday evening Dinner

2 Event Registrations for Chardonnay Classic (\$4,000 value)

2 Winery Participation Registration (\$4,000 value)

Premiere Location within the Grand Tasting

1 Pre Event Virtual Wine Tasting

1 Highlight Interview + Blog post to tell the story of the winery and wine & logo on select marketing and social media



Supporting Dinner Sponsor | \$10,000

Exclusive Wine Poured at a smaller Friday Evening Dinner (appx 50-75 guests)

1 Winery Participation Registration (\$2,000 value)

Premiere location within the Grand Tasting

1 Highlight Interview + Blog post to tell the story of the winery & wine

Logo on select marketing and social media



Host a Lunch Event on Friday | \$5,000

Host a lunch to highlight your winery, location must be within 30 minutes of Meritage Resort or you may choose to host an on-site experience at Meritage Resort or Vista Collina Resort. Experience will begin at Noon and may continue for up to 4 hours.

As we kick off the Chardonnay Classic we will be separating our guests in to smaller groups to visit, taste, and dine at select local wineries. This will give the winery increased exposure, a captive audience, and the opportunity to be the first brand to build loyalty among our guests. While we require each winery to serve their selections of Chardonnay, this will also be an opportunity for guests to experience other varietals.

The experience that you give to the guests is up to you but should include a lunch and tasting for a minimum group of 30 All Participating Experience Wineries will receive 1 Participation Registration to the Chardonnay Classic Grand Tasting (All costs associated with Food & Wine are paid for by the Winery - partial rebate given by Chardonnay Classic)



Winery Participation

\$2,000 Full Participation of Chardonnay Classic Grand Tasting Saturday May 21, 2022 (anticipated 1000 pours)

\$500 Festival of Chardonnay Only (Saturday May 21, 2022 11-4pm)

* Participating Winery may include up to 3 separate expressions or vintages of Chardonnay within the same label

* One 6 ft table for serving and one 6ft prep table will be provided

* Each Participant may bring 2 representatives (additional representatives may be accommodated as available)



