

24th Annual
**MANHATTAN
WINE AUCTION**

**SPONSORSHIP
OPPORTUNITIES**

JUNE 9, 2018





Featuring Silent and Live Auctions
Food and Wine Tasting
Music and Dancing

Benefitting The Manhattan Beach Education
Foundation Endowment

The Venue Manhattan Country Club
1330 Parkview Avenue
Manhattan Beach, California

The Manhattan Wine Auction, now in its 24th year, is the largest charity wine auction in Southern California and offers nearly 2,000 guests the best in food and wine in a festive atmosphere. Attendees from the South Bay and throughout California attend this popular event, including food and wine enthusiasts, business, community and civic leaders, and parents and supporters of the Manhattan Beach public schools.

Event Highlights



- ▶ Sampling from 40 of the finest local restaurants, bakeries, and specialty food purveyors
- ▶ Tasting from 75 distinguished wineries, distilleries and breweries
- ▶ Exclusive "Reserve Room", featuring cult and rare wines from around the world, paired with hearty hors d'oeuvres (separate ticket required for entry)
- ▶ Live and Silent Auctions, including fine and collectible wines and spirits, extraordinary trips, one-of-a-kind dinners and experiences, sports and golf opportunities, and so much more
- ▶ Music and dancing under the stars

Event Schedule

4:00 – 6:00PM	Reserve Room Open in the Club Terrace and Sky Deck
4:30PM	Doors Open for General Admission Ticket Holders and Table Guests
4:30 – 7:30PM	Food and Wine Tasting, Silent Auction Bidding
7:30 – 11:00PM	Live Auction, Followed by Music and Dancing. Light Fare and Premium Wine served at Corporate and Family Tables

Silent & Live Auction

The Silent Auction opens the week prior to the Wine Auction and is available to event guests, as well as the broader community through the convenience of mobile and online bidding. The Live Auction takes place on Center Court where all guests are able to participate.



Reserve Room

4:00 – 6:00PM

Guests in the Reserve Room (limited attendance) have the unique opportunity to taste some of the most exclusive cult and unattainable wines from Napa Valley and beyond, many of which will be on the auction block. Hearty hors d'oeuvres will be paired with the wines. Reserve Room tickets are \$500 if purchased separately, and included for Gold Sponsors and above.

Tickets

Tickets go on sale Tuesday, May 1st at 6:00AM at www.manhattanwineauction.com.

GENERAL ADMISSION: \$300

RESERVE ROOM: \$500

Contact & Info

General Inquiries

information@manhattanwineauction.com or 310-303-3342

Sponsorship Inquiries

Hava Manasse: hava@mbef.org or 310-303-3342

Silent Auction Inquiries

Robyn Rogoff: robynrogoff@hotmail.com

WWW.MANHATTANWINEAUCTION.COM



Sponsorship Opportunities

The Manhattan Wine Auction provides corporate and family sponsors with an excellent opportunity to reach an influential audience of participants while supporting public education. Sponsorship opportunities include:

- ▶ Table Purchase
- ▶ Event Underwriting
- ▶ Ad in Printed Program
- ▶ Promotion in Electronic Marketing and Website, and more

Sponsorship Levels and Benefits are included in detail on pages four and five.



Ad Purchase

IN EVENT PROGRAM/AUCTION CATALOGUE
100% Tax-Deductible

The Event Program and Auction Catalogue, printed in full color, will be distributed to all guests at the Wine Auction and available for year-round viewing online. Please submit high-resolution electronic artwork and/or formatted message to jocelyn@iedesign.com by Wednesday, May 16, 2018.

\$2,000

Full Page, Premier Placement / 6.75"w x 10.5"h

\$1,000

Full Page, Prominent Placement / 6.75"w x 10.5"h

\$500

Half Page / 6.125"w x 4.8125"h



Deadlines

Sponsor logo in the Invitation:

MARCH 23, 2018

Ad inclusion in the Event Program:

MAY 16, 2018

Sponsor listing in the Event Program:

MAY 16, 2018



2018 MANHATTAN WINE AUCTION *Sponsorship Levels & Benefits*

Benefits & Amenities

Table Sponsors

Underwriters

	PREMIER \$50,000	PLATINUM \$25,000	GOLD \$12,500	CABERNET / FAMILY TABLE \$7,500**	PLATINUM UNDERWRITER \$25,000	SILVER UNDERWRITER \$10,000
TABLES & SEATING / RESERVE ROOM						
Number of Tables	3 Tables	2 Tables	1 Table	1 Table	-	-
Table Location	Center Court, Front	Center Court, Front	Center Court, Front/Middle	Center Court, Middle/Rear or Mezzanine	-	-
Number of Guests	36	24	12	10	4 Guests	2 Guests
Reserve Room Admission	Included for all	Included for all	Included for all	\$200 Per Person	4 Guests	2 Guests
ON-SITE AMENITIES & RECOGNITION AT WINE AUCTION						
Wine on Tables	Ultra Premium (5 bottles per table)	Ultra Premium (5 bottles per table)	Super Premium (5 bottles per table)	Premium (4 bottles per table)	-	-
Sommelier / Wine Table Service	YES	YES	-	-	-	-
Light Meal at Table	YES	YES	YES	YES	-	-
Gift for Table Guests	YES	YES	YES	YES	-	-
VIP Entrance	YES	YES	YES	YES	YES	YES
Recognition From the Stage	Invited on Stage	Singled Out	Grouped	-	Singled Out	Grouped
Recognition on Banners Throughout Club	Logo - Most Prominent	Logo - Prominent	Logo	Listing	Logo - Prominent	Logo
Recognition in Multimedia Slideshow	Sole Logo	Sole Logo	Two Logos Grouped	Four Logos or Names Grouped	Sole Logo	Two Logos Grouped
BRANDING & UNDERWRITING OPPORTUNITIES	Step & Repeat Sponsor with Logo	-	-	-	Reserve Room or Tennis Court Branding	Branding of Your Choice: Cocktail Napkins, Sampling Plates, Gifts, Etc...
RECOGNITION & SOCIAL MEDIA						
Printed Invitation	Logo - Most Prominent	Logo - Prominent	Logo	-	Logo - Prominent	Logo
Electronic Invitation	Logo - Most Prominent	Logo - Prominent	Logo	-	Logo - Prominent	Logo
Recognition on Manhattan Wine Auction Website	Logo - Most Prominent	Logo - Prominent	Logo	Listing	Logo - Prominent	Logo
Press Release / Media Kit	Special Mention	Special Mention	-	-	Special Mention	-
Beach Reporter - Save the Date Ad	Logo - Most Prominent	Logo - Prominent	Logo	-	Logo - Prominent	Logo
Beach Reporter - Wine Auction Announcement	Logo - Most Prominent	Logo - Prominent	Logo	-	Logo - Prominent	Logo
Beach Reporter - Double-page Recognition Ad Following Event	Logo - Most Prominent	Logo - Prominent	Logo	Listing	Logo - Prominent	Logo
Recognition in MBEF Annual Report (5,000+ Households)	YES	YES	YES	YES	YES	YES
Recognition in MBEF E-Newsletter (10,000+ Recipients)	YES	YES	YES	-	YES	YES
Facebook Post on MBEF & Wine Advisory Board Highlighting Support (3,300+ followers)	YES	YES	YES	-	YES	YES

CONTINUED

2018 MANHATTAN WINE AUCTION *Sponsorship Levels & Benefits*

CONTINUED

Benefits & Amenities

Table Sponsors

Underwriters

	PREMIER \$50,000	PLATINUM \$25,000	GOLD \$12,500	CABERNET / FAMILY TABLE \$7,500**	PLATINUM UNDERWRITER \$25,000	SILVER UNDERWRITER \$10,000
PROGRAM & AUCTION CATALOGUE						
Ad in Program	Two Page, Front	Full Page, Front	Full Page	Half Page	Full Page, Front	Full Page
Recognition in Program	Logo - Most Prominent	Logo - Prominent	Logo	Listing	Logo - Prominent	Logo
ADDITIONAL BENEFITS						
Room at Shade Hotel (June 9-10)	YES	-	-	-	-	-
Car Service to and from Wine Auction	YES	-	-	-	-	-
Invitation to Roundtable Breakfast with Superintendent	YES	YES	-	-	YES	-
Logo on Business Sponsors Banner at 7 School Sites	YES	-	-	-	-	-
Invitation to MBEF Leadership Donor Celebration	YES	YES	YES	YES	YES	YES
Invitation to Annual MBEF Business Council Breakfast	YES	YES	YES	-	YES	YES
Invitation to Complimentary Wine Advisory Board Dinner	2 Guests	2 Guests	-	-	2 Guests	-
TAX-DEDUCTIBILITY						
	\$43,950 (\$1,220 per guest)	\$20,970 (\$875 per guest)	\$10,590 (\$885 per guest)	\$6,350 (\$635 per guest)	\$24,480 (\$6,120 per guest)	\$9,740 (\$4,870 per guest)

****FAMILY TABLES:**

Please note that individuals/couples may share a Family Table and can pay separately. The per-person cost is \$750 (\$635 is tax-deductible). Only the person/persons or company who issues payment will receive a letter from MBEF for tax purposes.

Deadlines

Sponsor logo in the Invitation:

MARCH 23, 2018

Ad inclusion in the Event Program:

MAY 16, 2018

Sponsor listing in the Event Program:

MAY 16, 2018



About THE MANHATTAN BEACH EDUCATION FOUNDATION & ENDOWMENT



All proceeds from the Manhattan Wine Auction provide critical funding to the Manhattan Beach Education Foundation (MBEF) and the MBEF Endowment. MBEF is a community-driven fundraising organization, which supplements state funding for programs that inspire learning, enrich teaching, and promote innovation and academic excellence in the Manhattan Beach public schools. MBEF was founded in 1983 and is a recognized 501(c)(3) organization.

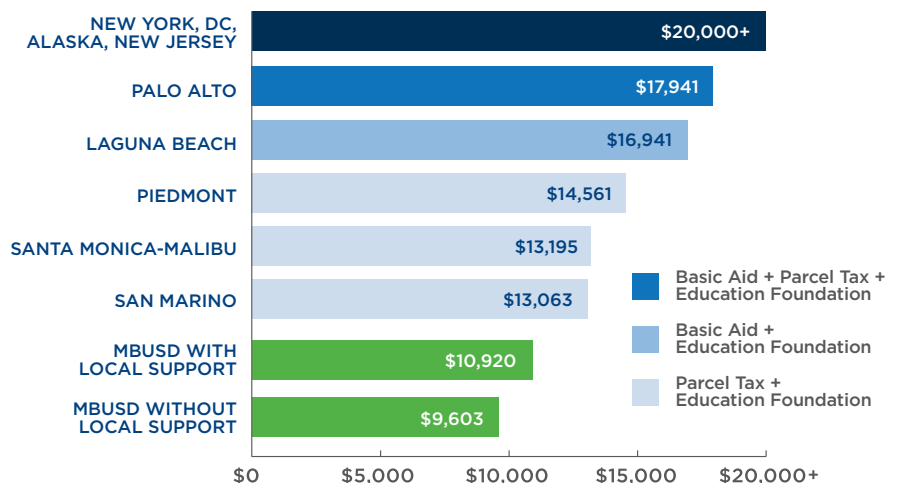
\$6 Million	MBEF funding to our schools in 2017/18
9%	Percentage of total District budget that is covered by MBEF
71%	Percentage of donations that comes from parents
73	MBEF pays for 73 educators in grades K-12
TOP 1%	Mira Costa High School is ranked in the top 1% of U.S. Public High Schools by Newsweek and US News and World Report
220	61% of MBUSD teachers received Professional Development funded by MBEF in 2017/18



Public School - Why Private Dollars?

The funding our District receives from the state is simply not enough. Throughout the country, counties are empowered to decide how much funding to invest in their local education systems. In California, per-pupil funding is determined at the state level, and despite high home values and property taxes in Manhattan Beach, state funding for our local schools is at the bottom of the state and the country. To learn more, visit the "School Funding Basics" page of the MBEF website (www.mbef.org).

PER PUPIL FUNDING - 2015/16



Community Investment

Because of the investment of our community, MBEF is able to increase per student spending by 9% Districtwide. In the 2017/18 school year, donations to MBEF paid for 73 educators, offering music, hands-on science, physical education, stronger math, reading, writing and technology instruction, librarians, and a variety of electives. MBEF support also drastically improves student-to-teacher and student-to-counselor ratios, providing our students with ongoing academic and social-emotional support.

THE MBEF Endowment



MBEF is one of the few public-school education foundations with an endowment that provides a sustainable funding source dedicated to enhancing

the quality of our public schools for years to come. The MBEF Endowment protects our schools from the erratic fluctuations of state funding by creating a long-term, secure funding source.

Through ongoing contributions and prudent fiscal management, the MBEF Endowment principal has surpassed the \$18M mark, and this year disbursed \$760,000 to fund MBEF programs in our schools. When the Endowment reaches \$20M, it will disburse approximately \$1M to our schools every year. Donations to the Wine Auction support MBEF and the MBEF Endowment.



Thank You

Our schools and students excel because we have an engaged community that is willing to invest time and money in our student's education and future. Many of our District's programs and positions would be eliminated if not for the generous support and investment from our community and business partners. Thank you for dreaming with us.

MBEF Endowment Tax ID#:
45-3552314
www.mbef.org
www.endowment.mbef.org

WWW.MANHATTANWINEAUCTION.COM



24th Annual
**MANHATTAN
WINE AUCTION**
Saturday JUNE 9, 2018

SPONSORSHIP COMMITMENT FORM

Sponsorship Level

- ☐ PREMIER TABLE: \$50,000
- ☐ PLATINUM TABLE: \$25,000
- ☐ GOLD TABLE: \$12,500

- ☐ CABERNET/FAMILY TABLE: \$7,500*
Number of tickets to upgrade
to Reserve Room (\$200/ea)

* Please note that individuals/couples may share a Family Table and can pay separately. The per-person cost is \$750. Only the person/persons or company who issues payment will receive a letter from MBEF for tax purposes.

- ☐ PLATINUM UNDERWRITER: \$25,000
- ☐ SILVER UNDERWRITER: \$10,000
- ☐ **Yes**, I/we would like to include an Ad in the Program/Auction Catalogue. All Ads must be designed and submitted by May 16, 2018.
- ☐ **No**, I/we will not be submitting an Ad for the Program/Auction Catalogue.

Ad in Event Program (100% tax deductible)

- ☐ \$2,000 Full Page, Premier Placement / 6.75"w x 10.5"h
- ☐ \$1,000 Full Page, Prominent Placement / 6.75"w x 10.5"h
- ☐ \$500 Half Page / 6.125"w x 4.8125"h

Contact & Payment

Company/Table Name (as you wish it to appear in our program and all recognition materials)

Contact Name First Last

Address Street ☐ Business ☐ Home

City State Zip

Phone ☐ Home ☐ Office ☐ Cell

Website

Email

Payment (By mail, email, or fax)

☐ **By Credit Card**

Please charge my credit card \$ _____

Cardholder Name

Credit Card #

Expiration Date

☐ **By Check**

Please mail this form and check payable to:

Manhattan Beach Education Foundation
P.O. Box 1110, Manhattan Beach, CA 90267
Fax: 310-303-3828

☐ **By Email:** hava@mbef.org