

# MANHATTAN WINE AUCTION

SATURDAY  
MAY 30, 2020

4:30-11:00PM

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

## EVENT SCHEDULE

4:00-6:00PM	Reserve Room
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	Light Fare and Premium Wine Served at Sponsored Tables, Live Auction and Program followed by Music and Dancing

The Manhattan Wine Auction, now in its 26th 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. Residents from the South Bay and beyond attend this popular event, including parents and supporters of the Manhattan Beach public schools, business, community and civic leaders, and food and wine enthusiasts.

## 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
- Silent and Live 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
- Dancing under the stars to live music



## TICKETS

Tickets go on sale Friday, May 1st at 6:00am at  
[www.manhattanwineauction.com](http://www.manhattanwineauction.com).

GENERAL ADMISSION: \$300  
RESERVE ROOM: \$500

## RESERVE ROOM

4:00-6:00PM

Guests in the Reserve Room 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. Space is limited, purchase early to ensure access.



## 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.





## 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, Website, and more

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

## VINTNER TABLE SPONSORSHIP



For the wine enthusiast, you and your guests will be seated with a vintner from one of our Reserve Room wineries, who will heighten your dining and wine tasting experience. You will be served a private selection of the wineries incredible wines during the evening program while learning more about their winery. Participating wineries include, but not limited to:

- Arrow&Branch
- Booker/My Favorite Neighbor
- Frias Family Vineyard
- MAXEM
- Memento Mori
- Sanguis Wines

*\*wineries subject to change*

## ADVERTISING EVENT PROGRAM & AUCTION CATALOG

**100% Tax-Deductible** • Event Program & Auction Catalog, printed in full color, will be distributed to all guests at the Wine Auction and available for year-round viewing online.

- **\$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

*Details can be found on the Ad Specs: Program/Auction Catalog insert.*



## CONTACT

### GENERAL INQUIRIES

**Email:** [information@manhattanwineauction.com](mailto:information@manhattanwineauction.com)

**Phone:** 310.303.3342

### SPONSORSHIP INQUIRIES

**David Brennan**, Director of Development & Partnerships

**Email:** [david@mbef.org](mailto:david@mbef.org)

**Phone:** 310.303.3342

### SILENT AUCTION INQUIRIES

**Erin Levin**, Auction Chair

**Email:** [auction@manhattanwineauction.com](mailto:auction@manhattanwineauction.com)

**Phone:** 310-200-5297

## BENEFITS &amp; AMENITIES

## TABLE SPONSORS

## UNDERWRITERS

	PREMIER \$50,000	PLATINUM \$25,000	VINTNER \$15,000	GOLD \$13,000	CABERNET / FAMILY TABLE \$8,000**	PLATINUM UNDERWRITER \$25,000	SILVER UNDERWRITER \$10,000
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## TABLES &amp; SEATING / RESERVE ROOM

Number of Tables	3 Tables	2 Tables	1 Table	1 Table	1 Table	-	-
Table Location	Center Court, Front	Center Court, Front	Center Court, Front	Center Court, Middle	Center Court, Middle/ Rear or Mezzanine	-	-
Number of Guests	36	24	12+ Vintner	12	10	4 Guests	2 Guests
Reserve Room Admission	Included for All	Included for All	Included for All	Included for All	\$200 Per Person	4 Guests	2 Guests

## ON-SITE AMENITIES &amp; RECOGNITION AT WINE AUCTION

Wine on Tables	Ultra Premium (5 bottles per table)	Ultra Premium (5 bottles per table)	Selection of wines from the host Vintner winery (5 bottles per table)	Super Premium (5 bottles per table)	Premium (4 bottles per table)	-	-
Special Guest Vintner	-	-	YES	-	-	-	-
Light Meal at Table	YES	YES	YES	YES	YES	-	-
Gift for Table Guests	YES	YES	YES	YES	YES	-	-
VIP Entrance	YES	YES	YES	YES	YES	YES	YES
Recognition from the Stage	Invited on Stage	Singled Out	Singled Out	Grouped	-	Singled Out	Grouped
Recognition on Banners Throughout the Club	Logo - Most Prominent	Logo - Prominent	Logo	Logo	Listing	Logo - Prominent	Logo
Recognition in Multimedia Slideshow	Sole Logo	Sole Logo	Sole Logo	Two Logos Grouped	Four Logos or Names Grouped	Sole Logo	Two Logos Grouped
<b>BRANDING &amp; UNDERWRITING OPPORTUNITIES</b>	Step & Repeat Sponsor with Logo	-	-	-	-	Reserve Room or Tennis Court Branding	Branding of Your Choice: Cocktail Napkins, Sampling Plates, Gifts, Etc.

## RECOGNITION &amp; SOCIAL MEDIA

Printed Invitation	Logo - Most Prominent	Logo - Prominent	Logo	Logo	-	Logo - Prominent	Logo
Electronic Invitation	Logo - Most Prominent	Logo - Prominent	Logo	Logo	-	Logo - Prominent	Logo
Recognition on Manhattan Wine Auction Website	Logo - Most Prominent	Logo - Prominent	Logo	Logo	Listing	Logo - Prominent	Logo
Press Release / Media Kit	Special Mention	Special Mention	-	-	-	Special Mention	-
Beach Reporter - Wine Auction Announcement	Logo - Most Prominent	Logo - Prominent	Logo	Logo	-	Logo - Prominent	Logo
Beach Reporter - Double-Page Recognition Ad Following Event	Logo - Most Prominent	Logo - Prominent	Logo	Logo	Listing	Logo - Prominent	Logo

continued &gt;

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Recognition in MBEF Annual Report (5,000+ Households)	YES	YES	YES	YES	YES	YES	YES
Recognition in MBEF E-Newsletter (10,000+ Recipients)	YES	YES	YES	YES	-	YES	YES
Facebook Post on MBEF Highlighting Support (3,300+ followers)	YES	YES	YES	YES	-	YES	YES
<b>PROGRAM &amp; AUCTION CATALOG</b>							
Ad in Program	Two Page, Front	Full Page, Front	Full Page	Full Page	Half Page	Full Page, Front	Full Page
Recognition in Program	Logo - Most Prominent	Logo - Prominent	Logo	Logo	Listing	Logo - Prominent	Logo
<b>ADDITIONAL BENEFITS</b>							
Room at Shade Hotel (May 30)	YES	-	-	-	-	-	-
Car Service to and from Wine Auction	YES	-	-	-	-	-	-
Invitation to Roundtable Breakfast with Superintendent	YES	YES	YES		-	YES	-
Logo on Community Partner Banner at 7 School Sites	YES	-	-	-	-	-	-
Invitation to MBEF Leadership Donor Celebration	YES	YES	YES	YES	YES	YES	YES
Invitation to Annual MBEF Community Partner Breakfast	YES	YES	YES	YES	-	YES	YES
Invitation to Complimentary Wine Advisory Board Dinner	2 Guests	2 Guests	-	-	-	2 Guests	-
TAX-DEDUCTIBILITY	\$43,920 (\$1,220 per guest)	\$20,880 (\$870 per guest)	\$12,840 (\$1070 per guest)	\$11,100 (\$925 per guest)	\$6,850 (\$685 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 \$800 (\$685 is tax-deductible). Only the person/persons or company who issues payment will receive a letter from MBEF for tax purposes.

**DEADLINES**

**MARCH 4** Sponsor logo on the Invitation

**MAY 6** Ad inclusion in the Event Program

**MAY 6** Sponsor listing in the Event Program

**\$75  
MILLION**

MBEF's investment in our  
schools since 1983



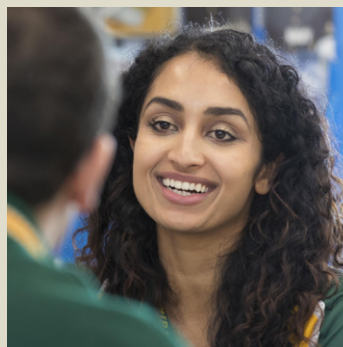
**\$6.5  
MILLION**

MBEF funding to  
our schools in 2019-20



**5,259**

Number of donors in  
2018-19 — parents,  
businesses, neighbors



**MBEF**

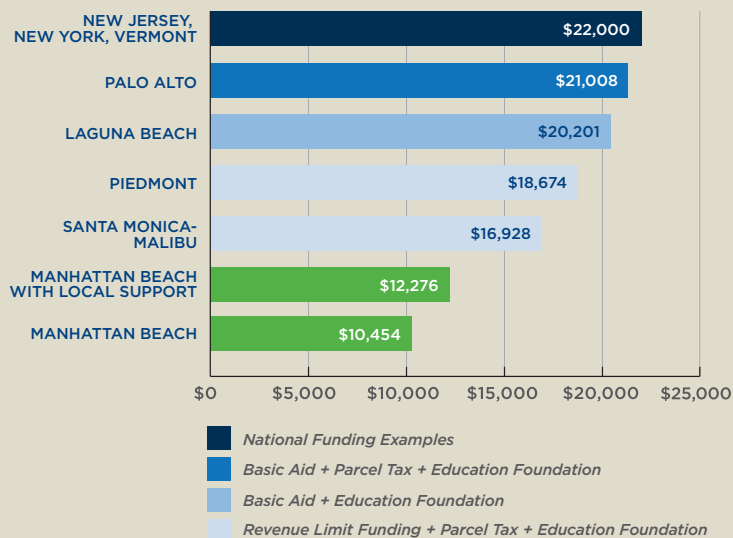
All proceeds from the Manhattan Wine Auction provide critical funding to the Manhattan Beach Education Foundation (MBEF) and the MBEF Endowment. MBEF is a community-driven

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.

## 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 “What We Do: School Funding Challenges” page of the MBEF website ([www.mbef.org](http://www.mbef.org)).

## PER PUPIL FUNDING - 2018/19







# 91%

Percentage of parents and teachers who believe MBEF is extremely important to maintaining the quality of our schools



# 8%

Percentage of total District budget that is funded by MBEF for educational programs

# TOP 1%

Mira Costa High School is ranked in the top 1% of U.S. Public High Schools by US News and World Report



# \$2.75 MILLION

Total Endowment contribution to our schools since 2014



## A Foundation for Excellence

Each year, donations to MBEF will support a vast array of programs, that enrich the educational experience of every child, every day. MBEF's investment ensures that our students have access to a strong, well-rounded academic program – with enrichment opportunities in STEM, Music & the Arts, Physical Education, and Reading, Writing & Libraries. Our students also benefit from access to more personalized learning in smaller classes and extensive support and counseling services. This foundation ensures our students are equipped for the next step in their academic journey.

## 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.

## 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 \$19M mark, and this year disbursed \$824,000 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 the MBEF Endowment and our efforts to build it to \$20 million by 2020.

**MBEF**  
Enrich and Empower

  
**THE MBEF ENDOWMENT**  
\$20 MILLION BY 2020

Manhattan Beach Education Foundation & Endowment  
P.O. Box 1110, Manhattan Beach, CA 90267-1110 | 310.303.3342

MBEF Tax ID#: 95-3881166 All donations to the Manhattan Wine Auction are tax-deductible to the full extent of the law. Please contact your tax advisor with questions pertaining to tax-deductibility.