



Manhattan Wine Auction

The Manhattan Wine Auction, now in its 28th year, is one of the most prestigious fundraising events in Southern California. The iconic artwork. The exclusive wines. The stellar live auction. The vast offerings from wineries and local restaurants. And the most noble cause of all – education.

Event Highlights

- Nearly 2,000 residents from the South Bay and beyond attend this popular event
- Tastings from 75 distinguished wineries, distilleries and breweries
- Samplings from 40 of the finest local restaurants and specialty food purveyors
- Exclusive “Reserve Room”, featuring cult and rare wines from Napa Valley and beyond, 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, jewelry, art, and sports memorabilia
- Dancing under the stars to live music

SATURDAY
JUNE 4, 2022
4:00-11:00PM

BENEFITTING

The Manhattan Beach Education
Foundation Endowment

THE VENUE

Manhattan Country Club
1330 Parkview Avenue
Manhattan Beach, California

SCHEDULE

4:00-6:00PM

VIP Access to Reserve Room

4:30-7:30PM

General Admission Access to Vineyard
Courts for Food and Wine Tasting

Silent Auction Viewing

7:30-11:00PM

VIP Access to Center Court for Light Fare
and Premium Wine

Live Auction and Program followed by
Music and Dancing enjoyed by all guests



Reserve Room

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 are paired with the wines. Reserve Room tickets are \$525 if purchased separately, and included for Vintner Sponsor level and above. General admission access to the Vineyard Courts is included with Reserve Room 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.

TICKETS

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

General Admission \$325

Reserve Room \$525

SPONSORSHIP OVERVIEW



The Manhattan Wine Auction provides a number of sponsorship opportunities that reach an influential audience of guests. Investing in a Center Court Table or a Vineyard Court Sponsorship is an excellent way to maximize your experience and spend the evening with friends or clients.

Center Court Table Sponsorships

Center Court is where it happens. The Manhattan Wine Auction provides five different opportunities for families, friends, and businesses – Premier, Platinum, Vintner, Gold and Cabernet Table Sponsorships – to enjoy the festivities. During the stage program, guests are seated at a private table for an exclusive wine and dining experience.

Vintner Table Sponsorship *New Feature*

For the wine enthusiast, you and your guests will be seated on Center Court with the vintner from one of our Reserve Room wineries to heighten your dining and wine tasting experience. You will be served a private selection of their incredible wines during the evening program while learning more about their winery.

Vineyard Court Sponsorship *New Feature*

For the corporation looking for extra visibility, sponsor one of the Vineyard Courts, where local restaurants, wineries, distilleries, and breweries showcase their signature dishes and drinks. Highlights of this sponsorship package include:

- Prominent signage at specific court entrance
- Exhibitor space (10' x 20') on the court for activation
- Promotion in electronic marketing, website, and more
- Gold Table on Center Court to enjoy the evening program
- Reserve Room and General Admission access for 12 guests

*Sponsor responsible for costs to their activation build-out. Discounts available through vendor partners.

NOTE: All sponsorship levels and benefits are included in detail on the following pages.

CONTACT

GENERAL INQUIRIES

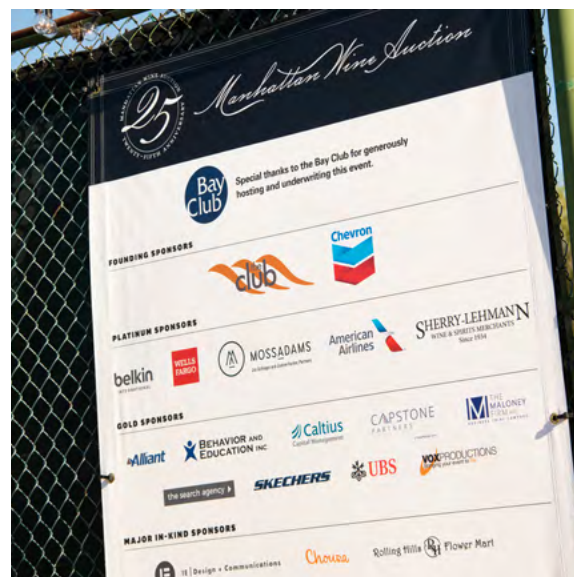
information@manhattanwineauction.com
310.303.3342

SPONSORSHIP INQUIRIES

David Brennan
Director of Development & Partnerships
david@mbef.org
310.303.3342

SILENT AUCTION INQUIRIES

Heather Interian
Auction Co-Chair
heather.interian@manhattanwineauction.com
310.489.2826



SPONSORSHIP LEVELS & BENEFITS



BENEFITS & AMENITIES	SPONSORSHIP LEVELS					ONLY 4 AVAILABLE
	PREMIER \$50,000	PLATINUM \$25,000	VINTNER \$15,000 <i>New Feature</i>	GOLD \$13,000	CABERNET/ FAMILY TABLE \$8,000**	VINEYARD COURT \$25,000 per <i>New Feature</i>
TABLES & SEATING / RESERVE ROOM						
Number of Tables	3 Tables	2 Tables	1 Table	1 Table	1 Table	1 Table
Table Location	Center Court, Front	Center Court, Front	Center Court, Middle	Center Court, Middle	Center Court, Middle/ Rear or Mezzanine	Center Court, Middle
Number of Guests	36	24	10+ Vintner	12	10	12 Guests
Reserve Room Admission	Included for All	Included for All	Included for All	\$200 Per Person	\$200 Per Person	Included for All
ON-SITE AMENITIES & 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)	Ultra Premium (5 bottles per table)
Special Guest Vintner	-	-	YES	-	-	-
Light Meal at Table	YES	YES	YES	YES	YES	YES
Gift for Table Guests	YES	YES	YES	YES	YES	YES
VIP Entrance	YES	YES	YES	YES	YES	YES
Recognition from the Stage	Invited on Stage	Singled Out	Grouped	Grouped	-	Singled Out
Recognition on Banners throughout the Club	Logo - Most Prominent	Logo - Prominent	Logo	Logo	Listing	Logo
Recognition in Multimedia Slideshow	Sole Logo	Sole Logo	Two Logos Grouped	Two Logos Grouped	Four Logos or Names Grouped	Sole Logo
BRANDING	Step & Repeat Sponsor with Logo	-	-	-	-	Vineyard Court Entrance Banner Exhibitor Space (10'x20') from 4:30pm-7:30pm
RECOGNITION & SOCIAL MEDIA						
Printed Invitation	Logo - Most Prominent	Logo - Prominent	Logo	Logo	-	Logo
Electronic Invitation	Logo - Most Prominent	Logo - Prominent	Logo	Logo	-	Logo
Recognition on Manhattan Wine Auction Website	Logo - Most Prominent	Logo - Prominent	Logo	Logo	Listing	Logo
Mobile Bidding Auction Platform	Logo - Most Prominent	Logo - Most Prominent	-	-	-	Logo - Most Prominent
Press Release / Media Kit	Special Mention	Special Mention	-	-	-	Special Mention
Beach Reporter - MWA Announcement Ad (March)	Logo - Most Prominent	Logo - Prominent	Logo	Logo	-	Logo

SPONSORSHIP LEVELS & BENEFITS



BENEFITS & AMENITIES	SPONSORSHIP LEVELS					ONLY 4 AVAILABLE
	PREMIER \$50,000	PLATINUM \$25,000	VINTNER \$15,000	GOLD \$13,000	CABERNET/ FAMILY TABLE \$8,000**	VINEYARD COURT \$25,000 per
Beach Reporter - Double-Page Recognition Ad Following Event (June)	Logo - Most Prominent	Logo - Prominent	Logo	Logo	Listing	Logo - Prominent
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
Social Media Post on Facebook and Instagram	YES	YES	YES	YES	-	YES
EVENT PROGRAM						
Ad in Program	Two Page, Front	Full Page, Front	Full Page	Full Page	Half Page	Full Page
Recognition in Program	Logo - Most Prominent	Logo - Prominent	Logo	Logo	Listing	Logo
ADDITIONAL BENEFITS						
Room at Westdrift Hotel (June 4)	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
Invitation to Annual MBEF Community Partner Breakfast	YES	YES	-	-	-	YES
TAX-DEDUCTIBILITY						
	\$43,920 (\$1,220 per guest)	\$20,880 (\$870 per guest)	\$13,200 (\$1,320 per guest)	\$11,580 (\$965 per guest)	\$6,850 (\$685 per guest)	\$23,100

DEADLINES

MARCH 4

Sponsor logo on the Invitation

MAY 6

Ad inclusion in the Event Program
Sponsor listing in the Event Program

MARCH 21

Sponsor logo in The Beach Reporter
Announcement Ad

**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.

ABOUT MBEF

**\$85
MILLION**

MBEF's investment
in our schools since 1983



**\$1
MILLION**

Endowment distribution
to our schools in 2021



100%

Students in Manhattan
Beach public schools who
benefit from MBEF



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. All proceeds from the Manhattan Wine Auction provide critical funding to the Manhattan Beach Education Foundation Endowment to support this mission. As a consistent and sustainable funding source, our schools are filled with enrichment opportunities today and for years to come.

A Foundation for Excellence

Each year, donations to MBEF 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. The foundation ensures our students are equipped for the next step in their academic journey.

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 disbursed \$1,000,000 to fund MBEF programs in our schools for 2021-22. Donations to the Wine Auction support the MBEF Endowment and our efforts to build a sustainable source of funding for our schools in perpetuity.

ABOUT MBEF



20,000+

Students impacted
by MBEF in its lifetime



\$24 MILLION

Endowment
fund balance

TOP 1%

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



\$4.5 MILLION

Total Endowment
contribution to our
schools since 2014



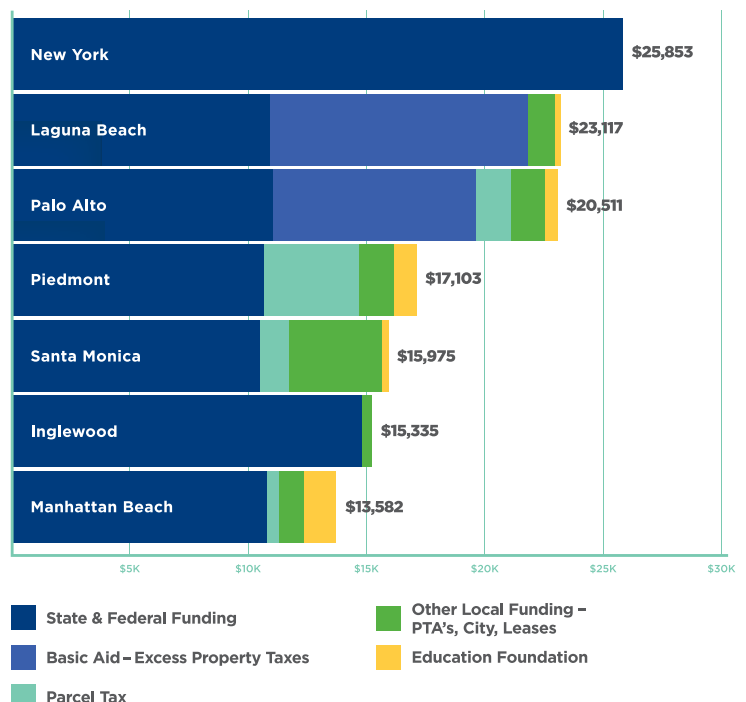
Decades Of Inadequate Funding

Funding for California public schools has been insufficient for decades — year after year California ranks near the bottom in annual per-pupil spending and 18% below the national average. Our Manhattan Beach schools receive roughly \$10,500 per pupil, putting our funding level at the BOTTOM of both the state and country. We receive barely enough to fund the basics — not the enriched educational opportunities that we expect. To learn more, visit the “What We Do: School Funding Facts” page of the MBEF website (www.mbef.org).

Thank You

Our schools and students excel because we have an engaged community that is willing to invest time and money in our students 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 investing in our schools.

PER PUPIL FUNDING BASED ON 2018-2019 ED-DATA



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

MBEF

THE MBEF  ENDOWMENT

Manhattan Wine Auction

BENEFITTING THE MANHATTAN BEACH EDUCATION FOUNDATION ENDOWMENT

JUNE 4, 2022



2021 Catalog



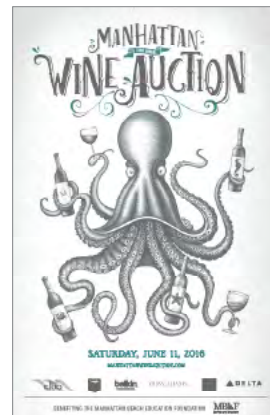
2019 Catalog



2018 Catalog



2017 Catalog



2016 Catalog

SPONSORSHIP LEVEL AD DESCRIPTION

Premier Table Two full pages, Front of program

Platinum Table Full page, Front of program

Vintner Table Full page

Gold Table Full page

Cabernet/Family Table Half page

Vineyard Court Full page

SUBMISSION

DEADLINE: FRIDAY, MAY 6, 2022

Ad must be delivered in one of the following formats:

- Adobe PDFX1-A (preferred)
- Photoshop JPG (300DPI)
- Illustrator AI, EPS or PDF (embedded links, fonts outlined)

All ads must be CMYK and all fonts outlined to ensure accurate reproduction. All image files must be 300dpi (at 100% scale). If file is larger than 10MB, please contact us at hello@iedesign.com for FTP info.

Email all art files to: hello@iedesign.com and include "MWA Ad" in the subject line.

ART SPECIFICATIONS

FULL PAGE BLEED AD

- Trim Size: 6.25" W x 8.5" H
- Bleed: 6.5" W x 8.75" H (.125" all sides)
- Safety: 5.25" W x 7.5" H

FULL PAGE NON-BLEED AD

5.25" W x 7.5" H

1/2 PAGE AD

5.25" W x 3.625" H

Your ad can be full-color (CMYK) or black & white. These specs apply to both.

SUBMISSIONS ARE DUE BY MAY 6

To guarantee inclusion in the Event Program, please email ad artwork before Friday, May 6, 2022 to:

Marcie Carson

Creative Director, IE Design + Communications

hello@iedesign.com | 310.376.9600

Thank you!

MBEF

THE MBEF ENDOWMENT

P.O. Box 1110, Manhattan Beach, CA 90267-1110 | 310.303.3342

SPONSORSHIP COMMITMENT FORM



Manhattan Wine Auction

BENEFITTING THE MANHATTAN BEACH EDUCATION FOUNDATION ENDOWMENT

JUNE 4, 2022

SPONSORSHIP LEVEL

☐ Premier Table \$50,000

☐ Gold Table \$13,000

☐ Vineyard Court \$25,000 *New*

☐ Platinum Table \$25,000

☐ Cabernet/Family Table \$8,000*

☐ Vintner Table \$15,000 *New*

☐ Yes, please upgrade the following number of Cabernet/Family or Gold Table tickets to Reserve Room (@ \$200 each)

*Please note that individuals/couples may share a Family Table and can pay separately. The per-person cost is \$800.

CONTACT & PAYMENT

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

Contact Name First

Last

Company Name

Title

Address Street ☐ Business ☐ Home

City

State

Zip

Phone

☐ Home

☐ Office

☐ Cell

Website

Email

PAYMENT

By mail or email

☐ By Credit Card Please charge my credit card \$ _____

Cardholder Name

Credit Card Number

Expiration Date

☐ By Check

Please mail this form and check payable to:

Manhattan Beach Education Foundation
P.O. Box 1110, Manhattan Beach, CA 90267

☐ By Email david@mbef.org

MBEF

THE MBEF  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.

Thank you!