



Manhattan Wine Auction

The Manhattan Wine Auction, now in its 30th 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

- Over 2,000 residents from the South Bay and beyond attend this popular event
- Tastings from 75 distinguished wineries, distilleries and breweries
- Samplings from over 45 of the finest local restaurants and specialty food purveyors
- Exclusive *Reserve Room*, featuring cult and rare wines from Napa Valley and beyond
- 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 8, 2024**

BENEFITING

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 for Specialty Food and Wine Tasting

4:30-7:30PM

General Admission Access to Vineyard Courts for Food and Wine Tasting

Silent Auction Viewing

7:30-11:00PM

VIP Seating on Center Court for Light Fare and Premium Wine during Evening Program

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. Hearty hors d'oeuvres are paired with the wines for the ultimate tasting experience. Reserve Room tickets are \$550 if purchased separately, and included for a select number of sponsor levels. General admission access to the Vineyard Courts is included with a Reserve Room ticket.



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 during the Evening Program where all guests are able to participate. The Silent Auction will close at 7:30pm during the Manhattan Wine Auction.

TICKETS

Tickets go on sale 6:00am on Wednesday, May 1st

www.manhattanwineauction.com

General Admission \$350

Reserve Room \$550



Throughout the Vineyard Courts, guests enjoy tastings from a diverse selection of wineries, breweries, and spirit purveyors. Showcase your brewery or distillery at this year's Manhattan Wine Auction for the ultimate visibility in the South Bay.



Standard Booth

Our standard booth set-up is complimentary and includes:

- 6' x 6' space
- 6' serving table and 6' back table with table drapes
- Access to a chilling tub with ice
- Standard banner signage supplied by MBEF
- Cups provided for spirit and beer vendors
- Access for 2 staff members to serve

Custom Booth

A limited number of booths may be customized to maximize your visibility to guests. Cost is \$1,500 and includes all items in the Standard Booth PLUS:

- Premier and increased booth space (to 16' X 16')
- Opportunity to brand the booth space with your own décor, signage, bar displays, furniture, etc. (beverage partner responsible for all items)
- Access for 1 additional staff member to serve (3 total)
- Early access for booth set-up

Benefits

- Opportunity to showcase your distillery or brewery offerings to the broader South Bay community
- Opportunity to be included alongside the area's finest food purveyors, vintners, mixologists, and brewmasters
- Recognition in the printed Manhattan Wine Auction Event Program
- Recognition on the Manhattan Wine Auction website
- Online and table display of your silent auction donation viewed by event participants, as well as the greater South Bay community
- Recognition in the two-page thank-you ad in The Beach Reporter

Participation Conditions

BEVERAGE QUANTITY Wine, spirits and beer are served from 4:30-7:30 PM to 2,200 attendees. It is expected that you will serve a tasting to at least 1,500 of these guests.

SET-UP Access to the venue at 2:00 PM. Must be complete by 4:00 PM.

AUCTION DONATION We ask that all distilleries and breweries donate a product for the Silent Auction. If you are looking for more visibility, we suggest a donation of an experience.

FOR MORE INFORMATION

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

Center Court Experiences

All sponsorship levels have incredible benefits that include VIP entry, seating for the Evening Program, wine and light supper, exclusive event gift, and a whole host of varied recognition opportunities. Each offering provides a unique experience.

Estate

Seating for 24 guests on Center Court for the Evening Program with Reserve Room access prior to the tastings on the Vineyard Courts.

Vineyard

Seating for 12 guests on Center Court for the Evening Program with Reserve Room access prior to the tastings on the Vineyard Courts. Includes branded Vineyard Court and dedicated experiential space to showcase your business.

Vista *New Feature*

Designated lounge on the mezzanine overlooking Center Court for 16 guests with Reserve Room access prior to the tastings on the Vineyard Courts. Available for you and your guests as soon as the courts open.

Cellar

Seating for 12 guests on Center Court for the Evening Program with access to tastings on the Vineyard Courts.

Cabernet/Family Table

Seating for 10 guests on Center Court for the Evening Program with access to tastings on the Vineyard Courts.

Reserve Room Vintner

For the wine enthusiast, our Center Court Experiences can include the company of a guest vintner from an exclusive Reserve Room winery to heighten their dining and tasting experience. The vintner will lead the guests in a personal tasting of their wines prior to the Evening Program. An additional fee of \$125 per guest is applicable for the entire party.

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



CONTACT

GENERAL INQUIRIES

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SPONSORSHIP INQUIRIES

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SPONSORSHIP LEVELS & BENEFITS



BENEFITS & AMENITIES	<i>New Feature</i>				
	ESTATE \$26,000	VINEYARD \$26,000	VISTA \$20,000	CELLAR \$13,500	CABERNET/ FAMILY \$8,500**
TABLES & SEATING / RESERVE ROOM					
Number of Tables	2 Tables	1 Table	Lounge	1 Table	1 Table
Table Location	Center Court, Front	Center Court, Middle	Mezzanine	Center Court, Middle	Center Court, Middle/Rear
Number of Guests	24	12	16	12	10
Reserve Room Access (Limited Availability, First Come, First Served)	Included for All	Included for All	Included for All	\$200 Per Person	\$200 Per Person
ON-SITE AMENITIES & RECOGNITION AT WINE AUCTION					
Wine on Tables	Ultra Premium (5 bottles per table)	Ultra Premium (5 bottles per table)	Super Premium (6 bottles for lounge)	Super Premium (5 bottles per table)	Premium (4 bottles per table)
Reserve Room Vintner - Selection of Wines from Reserve Room Winery (5 bottles)	Add-On Option	Add-On Option	Add-On Option	Add-On Option	-
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
Recognition from the Stage	Singled Out	Singled Out	Singled Out	Grouped	-
Recognition on MWA Banners throughout the Club	Logo - Prominent	Logo - Prominent	Logo - Prominent	Logo	Listing
Recognition in Multi-media Slideshow on Center Court	Sole Logo	Sole Logo	Sole Logo	Two Logos Grouped	Four Logos or Names Grouped
Activation	-	Experiential Space (20'x20') from 4:30pm-7:30pm	-	-	-
Branded Items	-	Vineyard Court Entrance Banner Napkins at Vendor Booths	-	-	-
RECOGNITION & SOCIAL MEDIA					
Printed Invitation	Logo - Prominent	Logo - Prominent	Logo	Logo	-
Electronic Invitation	Logo - Prominent	Logo - Prominent	Logo	Logo	-
Recognition on Manhattan Wine Auction Website	Logo - Prominent	Logo	Logo	Logo	Listing
Manhattan Wine Auction App	Logo - Linked	Logo - Linked	Logo - Linked	Logo - Linked	-
Mobile Bidding Auction Platform	Logo - Most Prominent	Logo - Most Prominent	Logo	-	-
Press Release / Media Kit	Special Mention	Special Mention	-	-	-

SPONSORSHIP LEVELS & BENEFITS



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	ESTATE \$26,000	VINEYARD \$26,000	VISTA \$20,000	CELLAR \$13,500	CABERNET/ FAMILY \$8,500**
Beach Reporter — MWA Announcement Ad (March)	Logo - Prominent	Logo - Prominent	Logo	Logo	-
Beach Reporter — Double-Page Recognition Ad Following Event (June)	Logo - Prominent	Logo - Prominent	Logo	Logo	Listing
Recognition in MBEF Annual Report (5,000+ Households)	YES	YES	YES	YES	YES
Recognition in MBEF E-Newsletter (10,000+ Recipients)	YES	YES	YES	YES	-
Social Media Post on Facebook and Instagram	YES	YES	YES	YES	-
EVENT PROGRAM					
Ad in Program	Full Page, Front	Full Page, Front	Full Page	Full Page	Half Page
Recognition in Program	Logo - Prominent	Logo	Logo	Logo	Listing
ADDITIONAL BENEFITS					
Invitation to Roundtable Breakfast with Superintendent	YES	YES	YES	-	-
Invitation to MBEF Rock the ASK Celebration	YES	YES	YES	YES	-
Invitation to Annual MBEF Community Partner Breakfast	YES	YES	YES	-	-
TAX-DEDUCTIBILITY	\$21,840 (\$910 per guest)	\$23,880 (\$1,990 per guest)	\$17,280 (\$1,080 per guest)	\$12,000 (\$1,000 per guest)	\$7,250 (\$725 per guest)

****Cabernet/Family:**

Please note that individuals/couples may share a Cabernet/Family sponsorship and pay separately. The per-person cost is \$850 (\$725 is tax-deductible). Only the person/persons or company who issues payment will receive a receipt for tax purposes.

DEADLINES

MARCH 4

Sponsor logo on the Invitation

MARCH 22

Sponsor logo in The Beach Reporter Announcement Ad

MAY 3

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

**\$1.1
MILLION**

Endowment distribution
to our schools in 2023



**\$22
MILLION**

Endowment
fund balance



**\$100
MILLION**

MBEF's investment
in our schools since 1983



**40
YEARS**

MBEF has funded
MBUSD schools

GREAT SCHOOLS TODAY. GREAT SCHOOL FOREVER.

This is the vision of MBEF — to provide excellent educational opportunities for all students through our community schools. MBEF's Endowment is the cornerstone of this mission, supporting and sustaining quality public education here in Manhattan Beach now and for generations to come.

Great Schools Today

For the past four decades, MBEF provided critical funding for Manhattan Beach public schools to ensure that every student has access to a strong, well-rounded academic program—with enrichment opportunities in STEAM, Visual & Performing Arts, Physical Education, and Reading, Writing & Libraries. Our students also benefit from access to more personalized learning in smaller classes and comprehensive support and counseling services.

Great Schools Forever

Early in its development, the MBEF Board of Directors established the MBEF Endowment Fund as a stable, secure and self-sustaining source of funding. Patterned after university endowments, the goal of MBEF's Endowment is to serve as

a permanent fund to enhance and stabilize the long-term growth of MBEF's annual contribution to Manhattan Beach Unified School District. Initiated in 1986 with just \$10,000, the Endowment's balance now stands at \$22 Million and in 2023 disbursed \$1.1 Million to MBEF. This accounts for 19% of the over \$6 Million grant MBEF awards to Manhattan Beach Unified School District annually.

Your Support

Proceeds from the Manhattan Wine Auction provide critical funding to the MBEF Endowment to ensure our schools are filled with enrichment opportunities today and well into the future. Since 1983, MBEF has directed over \$100 Million in enriched educational opportunities in our schools that would not be possible without the generosity, time and commitment of all community stakeholders.

FOR MORE INFORMATION on MBEF's impact on education in Manhattan Beach, please visit www.mbef.org.