



# 18TH CHARITY WINE AUCTION

IN SUPPORT OF THE

*Vintage Fund*

NOVEMBER 5, 2011

This year our targeted charities are:

- ★ HABITAT FOR HUMANITY
- ★ KIDS CANCER CARE
- ★ PROSTATE CANCER CENTRE
- ★ SOUTHERN ALBERTA INSTITUTE OF UROLOGY
- ★ THE CALGARY HOMELESS FOUNDATION
- ★ THE MUSTARD SEED
- ★ THE POPPY FUND & VETERANS FOOD BANK
- ★ UNIVERSITY OF CALGARY

## DONOR OPPORTUNITIES

How to associate your name or company with one  
of the most successful charity events of the year!



WILLOW PARK  
WINES & SPIRITS



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WINES & SPIRITS

18TH  
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Willow Park Wines & Spirits held our first Charity Wine Auction in 1994, and by 2001 the Vintage Fund was established. This endowment fund focuses on education, health care and senior's needs in our community. To date, the fund has raised over \$2 million for charity.

This year our targeted charities are:

**Habitat for Humanity** ★ **Kids Cancer Care** ★ **Prostate Cancer Centre**  
**Southern Alberta Institute of Urology** ★ **The Calgary Homeless Foundation**  
**The Mustard Seed** ★ **The Poppy Fund & Veterans Food bank** ★ **University of Calgary**

**VINTAGE DONOR** | \$25,000

#### EVENT PARTICIPATION

- \* 16 tickets to the 18th Willow Park Wines & Spirits Charity Wine Auction on November 5th, 2011.
- \* 16 tickets to each Wine Auction Week event: Whisky in the Warehouse, Beer Bash, and Napa Rocks.
- \* **New this year, the Pre-Auction VIP Meet the Winemaker event for your group of 16, with a winemaker and chef hosting in your reserved VIP seating area.**
- \* Reserved VIP seats at the Après Auction Dessert and Dance Party.
- \* Meeting point cocktail tables during the Auction Gala on our main level reserved with your logo.

**NEW  
FORMAT**

#### BRAND AWARENESS

- \* Logo placement in over 75 Charity Wine Auction invitation packages to the media.
- \* Logo placement on event poster.
- \* Acknowledgement and full page advertisement in our keepsake program.
- \* A link to your corporate website for a full year from the willowparkwines.com website.
- \* Name recognition during the Live Auction.
- \* Name recognition in the Fall 2012 Event Calendar.
- \* Name recognition on our website.

#### MEDIA RECOGNITION

- \* Acknowledgement in the Calgary Herald over 2 months pre-event.
- \* Heartfelt thanks in the Calgary Herald post event.

#### FUN BENEFIT

- \* Private dinner for your 12 guests in the WPWS boardroom.
- \* Exclusive opportunity to meet with whisky distillers at the Whisky in the Warehouse media event.



## **CHAMPAGNE DONOR** | \$15,000 VALUE

### **EVENT PARTICIPATION**

- \* 8 tickets to the Willow Park Wines & Spirits 18th Charity Wine Auction on November 5th, 2011.
- \* 8 tickets to each Wine Auction Week event: Whisky in the Warehouse, Beer Bash, and Napa Rocks.
- \* 8 tickets to the VIP Meet the Winemaker event at 5:30 pm with a reserved table and a designated winemaker to greet your group and taste with your guests.

### **BRAND AWARENESS**

- \* Logo placement in over 75 Charity Wine Auction invitation packages to the media.
- \* Logo placement in our keepsake program.
- \* Acknowledgement and 1/2 page advertisement in our keepsake program.
- \* A link to your corporate website for a full year from the willowparkwines.com website.

### **MEDIA RECOGNITION**

- \* Acknowledgement in the Calgary Herald over 2 months pre-event.
- \* Heartfelt thanks expressed in the Calgary Herald post event.

### **FUN BENEFIT**

- \* Private wine & cheese tasting for 12 guests in the WPWS boardroom.

## **SPARKLING DONOR** | \$7,500 VALUE

### **EVENT PARTICIPATION**

- \* 4 tickets to the Willow Park Wines & Spirits 18th Charity Wine Auction on November 5th, 2011.
- \* 4 tickets to each Wine Auction Week event: Whisky in the Warehouse, Beer Bash, and Napa Rocks.

### **BRAND AWARENESS**

- \* Business card sized advertisement in our keepsake program.
- \* Business or Name recognition in over 75 Charity Wine Auction invitation packages to the media.
- \* Acknowledgement in our keepsake program.

### **MEDIA RECOGNITION**

- \* Heartfelt thanks expressed in the Calgary Herald.

## **BUBBLY DONOR** | \$5000 VALUE

- \* Acknowledgement in our keepsake program.
- \* 2 tickets to the Willow Park Wines & Spirits 18th Charity Wine Auction on November 5th, 2011.
- \* 2 tickets to each Wine Auction Week event: Whisky in the Warehouse, Beer Bash, and Napa Rocks.
- \* Heartfelt thanks expressed in the Calgary Herald.

## **GRAPE BUNCH DONOR** | UP TO \$2,000 VALUE

- \* Acknowledgement in our keepsake program.

Donors providing merchandise for the auction will be provided with a tax receipt, provided the item is accompanied by verification of fair market value. Contribution of services may not be acknowledged by issuance of an official tax receipt. A gift must involve property. Contribution of services in the form of time, skills or effort are not considered property and do not qualify (see income tax interpretation bulletin IT-110R3 159(d)). Charitable tax receipts for qualified donations will be provided through our targeted charities.

**CORPORATE TABLES** available on request, contact Peggy Perry:  
peggy@willowpark.net or phone: 403-451-4476

**TO DONATE, PLEASE CONTACT:**

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Willow Park Wines & Spirits – The Vintage Fund  
10801 Bonaventure Drive SE  
Calgary, AB T2J 6Z8

THANK YOU TO OUR VINTAGE DONORS WHO HAVE GENEROUSLY COMMITTED ONCE AGAIN TO SUPPORT  
THE WILLOW PARK WINES & SPIRITS 18TH CHARITY WINE AUCTION.

Vintage Donors



**CALGARY HERALD**



RENAISSANCE



TREASURY  
WINE ESTATES



KOOLSPACE  
WINE CELLARS



MARK ANTHONY GROUP INC.  
*Fine Wine, Premium Beer & Specialty Beverages*

**DIAGEO**