

## **SPONSORSHIP OPPORTUNITY**

### **Cellar at the Center: Wine and Whiskey Affair**

Annual fundraiser to support William & Mary Study in D.C. Students

<https://www.my1693.com/events/fy23/washington-center/cellar-at-the-center-the-d.c.-center-annual-fundraiser>

#### **Event Overview**

The evening will feature a one-of-a-kind wine-tasting experience by Vienna Vintner. The wine tasting will feature 18 wine selections handpicked with complimentary food pairings. Full bottles and cases of wine will also be available for purchase at the event. Additionally, experience whiskey through a different lens with a top-shelf whiskey tasting.

All fundraising profits will be used for student scholarships. Our goal at the W&M Washington Center is to remove financial barriers so ALL students who want to participate in our life-changing programs are able to. Vienna Vintner will donate 20% of the proceeds from wine sales to the Washington Center for student scholarships. We look forward to a night of great company, great wine, and creating opportunities for ALL W&M Washington Center students!

#### **Overview of Sponsorship Packages**

- ☐ Platinum sponsor: \$30,000 (only one)
- ☐ Gold sponsor: \$10,000 (up to three)
- ☐ Silver sponsor: \$5,000 (up to six)
- ☐ Bronze sponsor: \$1,000 (unlimited)

#### **Benefits to Sponsors:**

- ☐ Company logo, recognition, and messaging on all event signs and publications, event website and email invitations, and social media
- ☐ Company branded items and materials included in parting gift bags for all attendees
- ☐ Company verbally recognized in event program remarks
  - Gold and platinum only
- ☐ Company representative granted brief remarks during event program
  - Platinum only
- ☐ Event participation
  - Platinum sponsor: special invitations for up to eight guests
  - Gold sponsor: special invitations for up to four guests
  - Silver sponsor: special invitations for up to two guests

**In-Kind Items:**

Additionally, our event team is seeking donation items for a silent auction. Sponsors of auction items only will receive:

- ☐ Bronze Auction Sponsor: under \$500
  - Recognition on parting gift with a thank-you and certificate of appreciation
- ☐ Silver Auction Sponsor: \$500 - \$999
  - Recognition on parting gift with a thank-you and certificate of appreciation
  - A bottle of wine
- ☐ Gold Auction Sponsor: \$1,000 - \$4,999
  - Recognition on parting gift with a thank-you and certificate of appreciation
  - A bottle of wine
  - Special invitation for one guest
- ☐ Platinum Auction Sponsor: \$5,000+
  - Recognition on parting gift with a thank-you and certificate of appreciation
  - A bottle of wine
  - A special invitation for up to two guests
  - A special recognition

To learn more about the W&M Washington Center,  
please visit [www.wm.edu/dc](http://www.wm.edu/dc)

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To learn more about sponsorship opportunities,  
please contact the W&M Washington Center Events Team  
at [dcevents@wm.edu](mailto:dcevents@wm.edu)