



OREGON COLLEGE OF ART AND CRAFT

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# ART ON THE VINE 2018

## Wine Sponsorship and Auction Donation Packet

# ART ON THE VINE 2018

WHEN SATURDAY, APRIL 7, 2018 | 5:30 PM  
Cocktail Reception | Silent Art + Wine Auction  
Dinner + Live Auction + Raffle

WHERE PORTLAND ART MUSEUM  
1219 SW Park Avenue  
Portland, Oregon 97205

ATTIRE BUSINESS | EVENING COCKTAIL

TICKETS INDIVIDUAL | \$250      TABLE | \$2,500

## ABOUT OCAC

Oregon College of Art and Craft (OCAC) has earned a reputation as a leading college of art and craft in the United States. Known for its exceptional faculty of artists, writers, and makers, the uniquely small, mentor-based community is comprised of 150 to 200 students who pursue full-time Bachelor of Fine Arts or Master of Fine Arts degree programs, in addition to the 2,500 to 3,000 students enrolled annually in youth and adult offerings and special programs, such as the Nike Design Atelier. The College also serves 50,000 visitors each year through lectures, presentations, and exhibitions in the Hoffman Gallery. OCAC students are encouraged to work across the full range of the seven specialized studio areas that are the heart of Craft at OCAC. The hands-on, studio-based approach to learning - one in which deep conceptual thinking informs making works with the hand - prepares students to become creative artists, knowledgeable designers, and critical thinkers. OCAC's alumni, 82% of whom are employed in the arts, exemplify the vital role artists and makers play in satisfying the global demand for new ways of thinking, making, and innovating. Founded in 1907 by Julia Hoffman, today OCAC (pronounced "O-see-A-see") is a principal center for learning and engaging the Portland ethos of the small batch, hand-made, environmentally sound, and ethically entrepreneurial. For more information, visit <http://ocac.edu>.

## MARKETING REACH



MAKE Newsletter  
Recipients: 6,899



Twitter Followers: 1,670



Instagram Followers: 1,260



Facebook Followers: 3,991

# ART ON THE VINE 2018

## WINE SPONSORSHIP OPPORTUNITIES & BENEFITS

OCAC's Art on the Vine partnership with Pacific Northwest wines and wineries is an integral part of the event's history. The event offers our 500 guests the opportunity to enjoy premier wines from one of the country's finest wine-growing regions. As a wine sponsor, you will engage new clients, build brand awareness, and best of all, support a meaningful cause: OCAC's aspiring artists. We look forward to working together to ensure our guests enjoy an unforgettable evening paired with a special selection of your wines. Cheers!

### **PREMIER WINE SPONSOR: 2 OPPORTUNITIES AVAILABLE (10 CASES OF RED OR 10 CASES OF WHITE)**

#### **Visibility Benefits**

- Your logo prominently placed on Gala invitation, art catalogs, and auction e-blasts, estimated to reach over 50,000 friends of OCAC
- Your logo, winery location, and wine descriptions featured in official menu at 500 place settings
- Your logo prominently placed on main stage and all at-event signage
- Special acknowledgement during event remarks

#### **Client Entertainment Benefits**

- Four tickets to Art on the Vine 2018
- Opportunity to work with lead chef on best wine selection to complement dinner
- Recognized as sponsor in 500 bidder packages
- Your name and logo prominently featured on OCAC website for 12 months

### **PREVIEW PARTY WINE SPONSOR: 1 OPPORTUNITY AVAILABLE (10 CASES - 5 CASES OF RED, 5 CASES OF WHITE)**

#### **Visibility Benefits**

- Your logo prominently placed on Preview Party invitation, art catalogs, e-newsletters, and auction e-blasts, estimated to reach over 50,000 friends of OCAC
- Your logo prominently placed on all at-event signage with special acknowledgement during Preview Party remarks
- Your logo displayed on Art on the Vine 2018 sponsor signage including main stage with special acknowledgement during event remarks

#### **Client Entertainment Benefits**

- Two tickets to Art on the Vine 2018
- Opportunity to promote your wine as part of Silent Auction
- Your logo prominently placed on bar signage at event
- Recognized as sponsor in 500 bidder packages
- Your name and logo prominently featured on OCAC website for 12 months

# ART ON THE VINE 2018

## SILENT AUCTION WINE PACKAGE

*The Silent Auction features diverse wine packages with a tantalizing selection of Northwest and European wines. Each year, the wine packages raise over \$10,000 in support for the College. Packages typically range in value from \$100-3,000 and can include full cases and half cases of wine, champagne and dessert wines, magnums, jeroboams, or verticals.*

### Visibility Benefits

- Inclusion of your wine package in the Silent Auction wine section.
- Each package labeled with the name of your wine and winery to boost brand exposure.
- Recognized as wine donor on OCAC website for 12 months.

## PATRON WINE SPONSOR: SPARKLING (6 CASES)

### Visibility Benefits

- Recognized as sponsor in event invitation, art catalog, and e-newsletters estimated to reach over 50,000 friends of OCAC
- Your logo prominently placed on all at-event signage with special acknowledgement during event remarks

### Client Entertainment Benefits

- Two tickets to Art on the Vine 2018
- Your wine featured at Silent Auction and your logo prominently placed on bar signage at event
- Opportunity to promote your wine/winery with donation of Silent Auction wine package
- Your name and logo features on OCAC website for 12 months

## FOR MORE INFORMATION

### SPONSORSHIP

Joe Peacock | 971.255.4208

[jpeacock@ocac.edu](mailto:jpeacock@ocac.edu)

### TICKET & EVENT INQUIRIES

Heather Ohta | 971.255.4177

[hohta@ocac.edu](mailto:hohta@ocac.edu)

# ART ON THE VINE 2018

SPONSORSHIP DEADLINE  
MARCH 1, 2018

Yes! I would like to support OCAC as a Wine Sponsor or Silent Auction Donor for Art on the Vine

- Premier Wine Sponsor
- Preview Party Wine Sponsor
- Silent Auction Wine Package
- ~~Patron Wine Sponsor: Sparkling~~

SPONSOR/DONOR NAME (as it should appear in printed materials)

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WINERY

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TYPE OF WINE \_\_\_\_\_

QUANTITY \_\_\_\_\_ Bottles \_\_\_\_\_ Cases

YEAR \_\_\_\_\_

VALUED AT \$ \_\_\_\_\_

# ART ON THE VINE 2018

Thank you for being a sponsor for Art on the Vine - we are looking forward to an outstanding event! Please fill out the information below and return in the envelope provided.

## Primary Contact

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## Delivery Coordinator (if different from primary contact)

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## Marketing Contact (if different from primary contact)

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Siganture \_\_\_\_\_ Date \_\_\_\_\_

Questions or concerns? Please contact Heather Ohta in the Development Office by email at [hohta@ocac.edu](mailto:hohta@ocac.edu) or by phone at 971.255.4177.