



## 24<sup>th</sup> ANNUAL BEAUJOLAIS WINE TASTING FESTIVAL

Thursday, November 16, 2017  
Levine Museum  
200 E 7th St Charlotte NC 28202  
6:30 pm – 9:30 pm



The *Alliance Française de Charlotte* (the “Alliance”) ([www.afcharlotte.org](http://www.afcharlotte.org)) is a non-profit organization fostering communication, cultural appreciation, and educational exchange between the City of Charlotte, France, and the French-speaking countries. The Alliance works extensively to highlight and promote Charlotte’s international efforts, awareness, diversity, culture and presence.

The organization has established a Charlotte signature event by hosting an annual Beaujolais Wine Tasting for the last twenty years. If you are unfamiliar with this French tradition, the third Thursday in November is the first day that Beaujolais wines are released for tasting by the public. The tradition has spread across the world and the Charlotte observance is one of the many held in the US to honor this event, but only one of 16 officially recognized by the Beaujolais region of France!

While we are introducing and highlighting this year’s fine Beaujolais wines, we would welcome the opportunity to also highlight your organization and its efforts by having you become one of our valuable sponsors. Traditionally, the event has attracted around 500 esteemed guests, 100 volunteers and a large number of sponsors, gift contributors and other participants. Additionally, the event receives significant press and marketing efforts target a vast array of the community.

Our sponsors will be prominently mentioned in several areas, including the *Wine Tasting Passport* that is given to all guests as they come to the event. The passport serves as a take-home reference for the wines that are presented during the evening. In addition to being included in the *Wine Tasting Passport*, sponsors will be listed on brochures and other advertising materials for the event such as a slide show for example. The banners of the main sponsors will also be displayed at the event venue. Our sponsors have **two options** to choose from. They can either make a **monetary contribution**, or / and a **donation by giving items** that will be bid on during our silent auction.

Proceeds raised by this event are used for the Alliance’s programs and projects, injected directly into the Charlotte community. Your sponsorship will greatly assist the Alliance, its impressive efforts and the success and allure of the Beaujolais Festival. We are pleased to promote the philanthropy, diversity, community presence and pride of all of our valued sponsors.

Please review the attached outline of the sponsorship levels and respective benefits and join us in celebrating this wonderful French tradition!

Merci beaucoup,

Céline Thiria  
President, Alliance Française de Charlotte  
PO Box 470156  
Charlotte, NC 28247

## Sponsorship Levels



### **OPTION 1: MONETARY DONATION:**

#### **Platinum (Headline Sponsors) - \$2,500.00**

- Logo prominently displayed on Invitation\*
- Logo prominently displayed on Sponsor Board under Platinum Sponsors
- Name listed on Wine Passport
- Ability to display banner at event
- 10 free tickets to event
- Name listed on Alliance website
- Receipt of association's newsletter for 1 year

#### **Gold - \$1,000.00**

- Name listed on Invitation\*
- Logo displayed on Sponsor Board under Gold Sponsors
- Name listed on Wine Passport
- 5 free tickets to event
- Name listed on Alliance website
- Receipt of association's newsletter for 1 year

#### **Silver - \$500.00**

- Name listed on Sponsor Board under Silver Sponsors
- Name listed on Wine Passport
- 3 free tickets to event
- Receipt of association's newsletter for 1 year

#### **Bronze - \$250.00**

- Name listed on Sponsor Board under Bronze Sponsors
- Name listed on Wine Passport
- 2 free tickets to event

\* Subject to design deadlines; logos and sponsor names will be added to later electronic versions of the invitation.

\*\* All of the above sponsorship levels will receive the ability to purchase additional Beaujolais Nouveau tickets at the AFC member price of \$30, as opposed to the regular price of \$35.

### **OPTION 2: SILENT AUCTION DONATION:**

#### **Value of \$100 and up**

- Name listed on Wine Passport
- 1 free ticket to event

#### **Value under \$100**

- Name listed on Wine Passport

### **OPTION 3: COMBINE BOTH MONETARY DONATION AND SILENT AUCTION DONATION:**

**Please refer to option 1 and 2 for details**

The sponsorship level will take in account both the monetary donation and the value of the silent auction donation



## Sponsorship Form



Company Name: .....

Address: .....

City, State, Zip Code: .....

Contact Name(s): .....

Contact Email(s): .....

Contact Phone Number(s): .....

Sponsorship Option and Level: .....

If Option 1, will you be providing us with a logo/banner (please see eligibility criteria on pg 2)?.....

Would you like us to contact you regarding our corporate French classes?.....

Would you like us to send you a receipt/invoice for your sponsorship?.....

Method of payment:       **Check**      or       **Online Payment**

- Checks must be made payable to *Alliance Française de Charlotte* and mailed to:

*Alliance Française de Charlotte  
P.O. Box 470156  
Charlotte, NC 28247*

- Credit card payments may be processed on our website at <http://afcharlotte.org/> under "Online Payment" (<http://afcharlotte.org/en/static17/online-payment> - select Autre/Other from the drop-down menu). Paypal payments must be submitted to [info@afcharlotte.org](mailto:info@afcharlotte.org).

If Option 2 (silent auction donation), please provide items description and respective value:

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 .....

If Option 3 (monetary donation and silent auction donation), please fill both option 1 and option 2 lines.

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Please send completed form to [info@afcharlotte.org](mailto:info@afcharlotte.org) and feel free to call us at (704) 750-5886 should you have any questions.

