



## 25<sup>th</sup> ANNUAL BEAUJOLAIS! WINE TASTING FESTIVAL

At the Hilton Center City Charlotte

222 E 3rd St, Charlotte, NC 28202

Friday, November 16, 2018

6:30 pm – 9:30 pm



The *Alliance Française de Charlotte* (the "Alliance") ([www.afcharlotte.org](http://www.afcharlotte.org)) is a 501(c)(3) non-profit organization [TIN/EIN: 237103326] fostering communication, cultural appreciation, and educational exchange between the City of Charlotte, France, and the French-speaking countries. The Alliance is working extensively to highlight and promote Charlotte's international efforts, awareness, diversity, culture and presence.

The organization has established a Charlotte signature event by hosting the 25<sup>th</sup> Beaujolais Wine Tasting this year. This signature event is also our fundraising event of the year. 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.

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 200 esteemed guests, 25 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. 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 25<sup>th</sup> anniversary of the Beaujolais Festival in Charlotte. 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,

**Lydie Surget, Presidente**  
**Alliance Française de Charlotte**  
**PO Box 470156**  
**Charlotte, NC 28247**

# 25<sup>th</sup> Beaujolais Festival Sponsorship Levels



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

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

- 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 for a year and on Alliance e-flash events

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

- Logo displayed on Sponsor Board under Gold Sponsors
- Name listed on Wine Passport
- 5 free tickets to event
- Name listed on Alliance website for a year and on Alliance e-flash events

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

- Name listed on Sponsor Board under Silver Sponsors
- Name listed on Wine Passport
- 3 free tickets to event
- Name listed on Alliance e-flash events

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

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

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

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

### **Value of Platinum, Gold, Silver and Bronze level**

- Same as monetary donation

### **Value of \$100 and up to \$250**

- 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

Also available online



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:  
.....  
.....  
.....

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



Please send completed form to [info@afcharlotte.org](mailto:info@afcharlotte.org) or send an email with the requested information. Feel free to call us at (704) 750-5886 should you have any questions.