



Kentucky Bluegrass Wine Auction & Derby Gala

Dear Vintners,

And they're off! Excitement is building for the 15th Annual Kentucky Bluegrass Wine Auction & Derby Gala, which will be held **Thursday, April 30, 2020**, during the most exciting time of the year in Kentucky — Derby week! Your generous participation in the past has helped the Foundation raise over 16.5 million dollars in 15 years for cancer research, education and patient care.

The 2020 event will again be held in the heart of the Bluegrass, Lexington, Kentucky. Our 2019 event was a tremendous success with over 560 guests in attendance, and well over 100 patrons on the waiting list to attend.

The Foundation would like to thank Mr. Jack Bittner, Managing Partner of OVID. Napa Valley, for his generous participation as our 2019 Vintner Chair. We are equally as honored to welcome Ms. Emma Swain, CEO of St. Supéry Estate Vineyards and Winery, as our 2020 Vintner Chair. We are grateful to all of you that have participated with our Auction in the past and hope you will consider joining us again in 2020! If you have not participated with us in the past for this unique event, please consider adding us to your calendar this year. There are many wonderful reasons to participate in our growing Auction:

- **Over 16.5 million dollars raised** for cancer in 15 years, with over 560 guests in attendance each year
- Over **90 percent of the Auction proceeds** go to cancer research, education, and patient care
- Auction **patrons are high net worth individuals** with an interest in wine, who reside all over the United States and internationally
- Opportunity to **increase clientele and sales**
- **55 Degrees is donating the storage of wine** for the Auction, making it easy to get your wine to Kentucky, or you can work with your distributor
- Participants will have **exclusive opportunities** to access behind the scenes horse farm tours, bourbon tastings, and more!
- **Auction week packages are available** on an *extremely limited basis* for your premium client participation.



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The Foundation has an exciting week planned with a variety of opportunities for participation:

- Limited Private Vintner dinners at exclusive Lexington, Kentucky venues - **Wednesday, April 29**
- VIP Patron and Vintner Bluegrass Experience, TBD - **Thursday, April 30**
- Kentucky Bluegrass Wine Auction at Donamire Farm, Lexington, Kentucky - **Thursday, April 30**
- VIP Patron and Vintner Horse Farm Tours and Bourbon Tastings, TBD - **Friday, May 1**
- President's and Vintner Chair Dinner at The Apiary, Lexington, Kentucky - **Friday, May 1**
- The Kentucky Derby at Churchill Downs, Louisville, Kentucky - **Saturday, May 2**

The Foundation greatly appreciates your interest and hopes that you will join in our mission to raise funds in the fight against cancer to improve the quality of life for cancer patients and their families. Kentucky is truly a unique place to visit, especially during the week of the Kentucky Derby. We hope that you will join us for some southern hospitality and participate in our 2020 event of a lifetime!

Warmest Regards,

Kristi Martin

Executive Director

The Lexington Cancer Foundation, Inc.



**THE LEXINGTON
CANCER FOUNDATION, Inc.**

Improving the Lives of Cancer Patients & Their Families

For more information about the Kentucky Bluegrass Wine Auction, go to **www.lexingtoncancerfoundation.org** or call **888.388.2620**.



THE LEXINGTON
CANCER FOUNDATION, Inc.

Improving the Lives of Cancer Patients & Their Families

2020 Kentucky Bluegrass Wine Auction & Derby Gala Wednesday, April 29 – Saturday, May 2, 2020

Vintner Donation Reply Form ▪ Lexington, Kentucky ▪ Form due by February 1, 2020

Winery Name (as you would like it listed in our materials)

Additional Winery Name (you may list up to two establishments for listing in invitation, program, signage, etc.)

Primary Contact

Telephone Number

Street Address

City

State

Zip Code

Fax Number

Email (please print clearly)

Yes, we will attend the Auction We will not attend, but will donate to the Auction

Who will be attending? _____

Please supply us with digital images of your bottles, labels, or winery (300 dpi resolution) by **March 1, 2020**.

Please email them to kristi@lexingtoncancerfoundation.org.

Shipping

Please indicate below how you will ship your wines to the Auction. 55 Degrees is the easiest and most efficient way to transport your wine to our Auction and at no cost to you. 55 Degrees is graciously donating the proper storage of your wines before it is shipped to Kentucky.

Your wines will be allocated to your table per event according to the information listed on this form. Please note, if changes occur after your form has been submitted, you must submit a new form to the Foundation to ensure proper allocation of your wines.

Please make sure wines that need to be chilled are boxed and shipped separately from those that do not. This is very important!

Please send donations to one of the following no later than March 12, 2020.

55 Degrees

Fulton Lane Warehouse
St. Helena, California 94574
Call to schedule delivery:
(707) 963-5513, ext. 103

(Please use the attached form and place two copies on each box you deliver to 55 Degrees. Make sure your wine is packed in a shipping container.)

I will ship through my Kentucky distributor.

Please list distributor and contact information here:

The Lexington Cancer Foundation, Inc.

1504 College Way
Lexington, Ky 40502

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Donation Levels

Limited Private Vintner Dinners (Wednesday, April 29)

Private Vintner Dinners are available on a limited basis Wednesday, April 29. Guests attending the dinners are top donors, sponsors and wine aficionados. Our goal is to provide an opportunity to showcase your brands and develop long term relationships.

Please contact Kristi Martin for more details, to schedule your dinner, and to request the Private Vintner Dinner Form: 859.388.2620 or kristi@lexingtoncancerfoundation.org.

Wines for Pouring/Cocktail Hour at the Kentucky Bluegrass Wine Auction (Thursday, April 30; 560 guests)

- Wine to be poured at a station during cocktail hour with one representative in attendance
- Wine to be poured during cocktail hour without a representative

Recommended Quantities: 6 btls per varietal

Quantity	Name of Wine	Vintage	Retail Value (per bottle)

Wines for Auction Dinner at the Kentucky Bluegrass Wine Auction (Thursday, April 30; 560 guests)

- Table Host** - Wine to be poured at a table of ten for dinner with one winery representative as table host
- Wine to be poured for dinner without a representative present

Recommended Quantities: 6 btls per varietal per table of ten guests

Quantity	Name of Wine	Vintage	Retail Value (per bottle)



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Auction Donation

Please attach any additional information that helps describe your wines. If your donation includes items other than wine (tours, luncheons, dinners, etc.), please attach pertinent information and email digital images (300 dpi) to kristi@lexingtoncancerfoundation.org. **For a donation to be included as an individual Live Auction item the value must be greater than \$10,000. It will be evaluated for approval by the Wine Auction Committee. If you are providing accommodations you must provide photographs. If a donation is made of a lesser value, it is subject to be paired with another donation or to be included in the Silent Auction.**

- 1 large format bottle to be paired with a Live Auction lot
- Vertical to be paired with a Live Auction lot
- Private tour and tasting of vineyard with a large format bottle or vertical
- Private tour, tasting with lunch and a large format bottle or vertical
- Private tour, tasting with dinner and a large format bottle or vertical
- Private vineyard stay

Quantity	Name of Wine	Vintage	Retail Value (per bottle)

Package Donation: Please describe your donation; attach additional information, if necessary

Other Donation: Please describe your donation; attach additional information, if necessary

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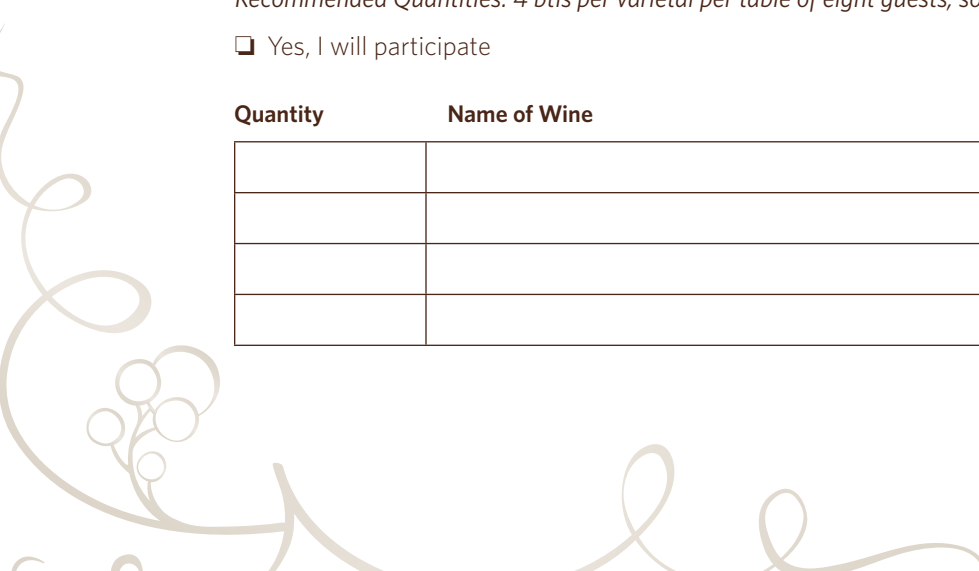
President's and Vintner Chair Dinner at The Apiary (Friday, May 1; 120 guests)

The Vintner Chair is the featured winery and will be seated with the President and/or Auction Chair. The Vintner Chair also has the opportunity to speak. Participating vintners may host a table but there may be additional vintners at each table as some tables seat more than eight guests.

Recommended Quantities: 4 btl per varietal per table of eight guests; some tables hold more than eight guests.

- Yes, I will participate

Quantity	Name of Wine	Vintage	Retail Value (per bottle)



2020 Vintner Derby Experience Package

2020 Kentucky Derby – Saturday, May 2

Participation with Kentucky Derby tickets *(Based on four days; includes hotel and transportation to each venue)*

- \$5000 - Single (One Derby ticket)
- \$7000 - Double (Same room, two people, two tickets)

Participation without Kentucky Derby tickets *(Based on four days; includes hotel and transportation to each venue)*

- \$2000 - Single
- \$2700 - Double

Requirements

Eligible vintners must attend the Kentucky Bluegrass Wine Auction and participate in the pouring during cocktail hour and as a table host for the Auction dinner.

Includes

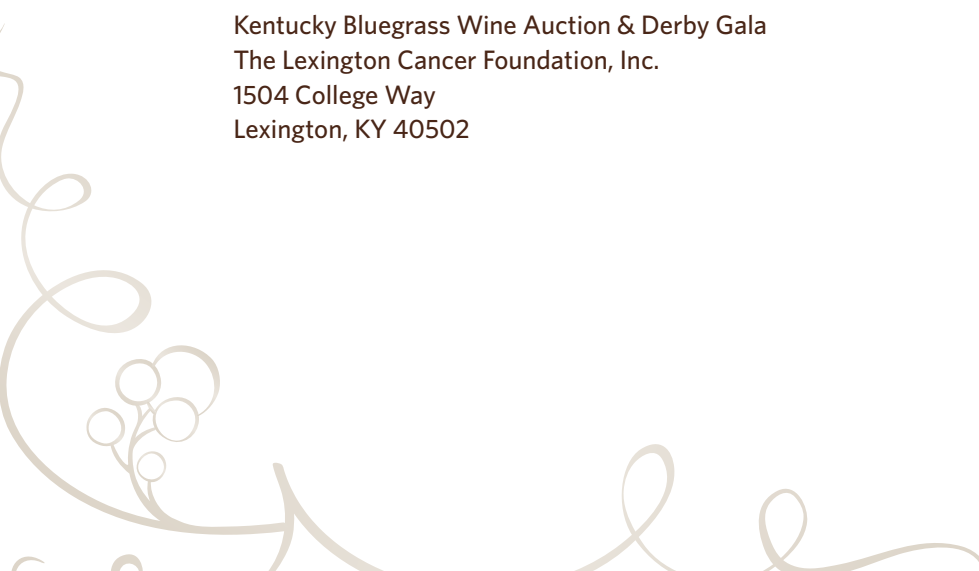
- Four nights at the 21C Museum Hotel (www.21cmuseumhotel.com/lexington) in Lexington, Kentucky (April 29 - May 2, check out on May 3, 2020; price will be adjusted for those not staying four nights)
- Roundtrip transportation and refreshments on a bus to the Kentucky Derby in Louisville, Kentucky, hosted by the Lexington Cancer Foundation board members (Saturday, May 2, 2020; price will be adjusted for those not attending the Derby)
- Up to two seats per winery near the finish line, on a 'first come, first served basis,' at The Kentucky Derby, Churchill Downs, Louisville, Kentucky (impossible to get!)
- Recognition on the Lexington Cancer Foundation website
- Access to the Lexington Cancer Foundation's Kentucky Bluegrass Wine Auction mailing list, to be provided two weeks after the Auction also with available email addresses for those guests that have given approval.

- Yes, I will participate, number of tickets _____
(limit two per winery unless special request provided)

Donation Deadlines

We request that this donation form be received back to the Foundation office no later than February 1, 2020, to ensure inclusion in our catalogue. Donation forms received after February 1, 2020, may be listed by addendum only. We want to make sure you are receiving the marketing and attention you deserve! We will confirm receipt of this form by email. If you have any questions, please call 888.388.2620. Please fax or mail a copy of this form to the Foundation office at 859.388.2622, or mail to:

Kentucky Bluegrass Wine Auction & Derby Gala
The Lexington Cancer Foundation, Inc.
1504 College Way
Lexington, KY 40502



2020 Kentucky Bluegrass Wine Auction & Derby Gala Schedule of Events

Wednesday, April 29 – Saturday, May 2, 2020

Wednesday, April 29

Limited Private Vintner Dinners (Attire based on location)

Locations TBD (Contact the Foundation office for availability)

6:30 pm

Thursday, April 30

VIP Patron and Vintner Bluegrass Experience TBD (Casual Attire)

Live Auction Showcase

2nd Floor, 21C Museum Hotel

11:00 am – 1:00 pm

15th Annual Kentucky Bluegrass Wine Auction & Derby Gala (Cocktail Attire)

Donamire Farm

5:30 pm – 1:00 am

Friday, May 1

Exclusive VIP Patron and Vintner 'Behind the Scenes' Horse Farm Tours and Bourbon Tastings TBD (Casual Attire)

9:30 am – 2:00 pm

President's and Vintner Chair Dinner (Cocktail Attire)

Entertainment TBD

The Apiary, Lexington, Kentucky

6:00 pm

Saturday, May 2

146th Kentucky Derby

(Ladies attire – hat, spring dresses or suits (bring a wrap!)/Men's attire – suit or sport coat with tie)

Churchill Downs, Louisville, Kentucky

10:30 am depart from the 21C Museum Hotel



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