



2022 EVENT LINEUP

WINE COUNTRY CELEBRATIONS	May 10-15
PRIVATE BARREL AUCTION Virtual	August 8
GALA ONLINE AUCTION	August 9-13
TOAST! Honoree Celebration	August 11
WINEMAKER PICNIC & BARREL AUCTION	August 12
35TH ANNUAL GALA	August 13
BID FOR BOTTLES	Nov 29-Dec 4

WASHINGTON WINE: YOU BELONG HERE

AWW strives to create events that enable all wine enthusiasts in our community to access Washington state wines. Our events provide a welcoming atmosphere where everyone belongs, and can participate in learning about our state's wine while giving back to our industry and our beneficiaries.

AWW'S MISSION

The Auction of Washington Wines is committed to supporting the growth and awareness of the Washington state wine industry through a series of celebrated events benefiting our community. We have raised over \$55 million since our inception in 1988.

[LEARN MORE HERE](#)



2022 WINERY OPPORTUNITIES



BENEFITS OF PARTICIPATION IN AWW EVENTS

- Credibility of participating in one of the top five charity wine auctions in the country
- Showcasing your brand to our wine loving and wine buying audience
- Winery recognition on AWW website
- Inclusion in multiple email campaigns
- Marketing toolkit to promote donation and event
- Personal connection with winning bidder(s)
- Select packages featured in newsletter and social media campaign
- Philanthropic support for the industry

ADDITIONAL BENEFITS

Roam & Pour at the Winemaker Picnic & Barrel Auction

- Roam and pour opportunity in front of 1,000+ guests
- Two representative event badges for your winery
- Winery logo or name listed on AWW website, The Seattle Times special section, eblasts, and signage

Gala Winery Table Host

- Showcase your wines at the 35th Annual AWW Gala with 600 attendees
- Two complimentary tickets provided for the winery hosts
- Winery listing on AWW website, in The Seattle Times special section and in Gala catalog
- On screen recognition
- Participation in Magnum March Live lot



[LEARN MORE HERE](#)



2022 WINERY OPPORTUNITIES



WINE COUNTRY CELEBRATIONS | MAY 10 – 15 BENEFITING WSU VITICULTURE & ENOLOGY RESEARCH AND SEATTLE CHILDREN'S



WINE COUNTRY ONLINE AUCTION

Tuesday – Sunday, May 10-15

Focus on wine country and AVA travel, vineyard and winemaker experiences, grower lots, spring releases, and more. Opportunities for 100+ wineries. Target value: trips \$2,000+; bottle lots \$200 - \$2,000.

WINE COUNTRY VINTNER DINNERS

Thursday, Friday, Saturday, May 11-13

Three intimate dinners in the heart of Washington wine country featuring select wineries and exclusive auction items. Each dinner accommodates 40-60 guests, features multiple wineries per dinner, seats are \$150. Wineries have already been curated by AWW for this event.

 NOW OPEN
FOR PARTICIPATION

[LEARN MORE HERE](#)



2022 WINERY OPPORTUNITIES



AUGUST EVENT WEEK | AUGUST 8 – 13

BENEFITING SEATTLE CHILDREN'S, WSU VITICULTURE & ENOLOGY RESEARCH AND THE AWW INDUSTRY GRANT

PRIVATE BARREL AUCTION | Virtual

Monday, August 8

20+ one-of-a-kind lots from a selection of Washington's top wineries, representing the range, style, and quality of Washington state wines. Attendance includes high-level local and national retailers, restaurateurs, wine collectors, and key members of the trade. Winery participation in the Private Barrel Auction is curated by the AWW. Proceeds support WSU Viticulture and Enology research.

GALA ONLINE AUCTION

Tuesday – Saturday, August 9-13

Focus on verticals, library, large format bottles, high end experiences and multi-day travel.

Opportunities for 100+ wineries. Target value: trips \$2,500+; bottle lots \$300 - \$2,500.

TOAST! | Honoree Celebration

Thursday, August 11 | Chateau Ste. Michelle Winery

AWW's NEW industry recognition event featuring the 35th Anniversary Honorary Chair, Vintner and Grower, a selection of past honorees, icons, and emerging, diverse leaders. TOAST! welcomes 200+ guests, individual seats are available at \$300. Winery participation in TOAST! is reserved for the event's honorees.

WINEMAKER PICNIC & BARREL AUCTION

Friday, August 12 | Chateau Ste. Michelle Winery

AWW's largest wine and culinary event featuring a 30-winery Barrel Auction, Winemakers Roam and Pour, Tasting Bars, global BBQ, sweet bites, wine games and more. Winery participation is open to all Washington wineries, with multiple opportunities to showcase your brand. Participation in the Barrel Auction is curated by AWW.

Picnic welcomes 1,000+ attendees. New this year is the VIP Pass at \$250 with early entry, VIP lounge, and additional benefits. General Admission tickets are \$150.

35TH ANNUAL GALA

Saturday, August 13 | Chateau Ste. Michelle Winery

AWW's quintessential 35th annual fundraiser featuring a social hour with Washington wine tasting bars, mini Barrel Auction headlining luxury wine brands, winemaker-hosted dinner tables and the live auction. The auction showcases 25 unique experiences featuring Washington wineries. Selection is based on lot appeal, value, and fundraising potential. Gala welcomes 600+ guests, seats are available at \$750 per person. 50 wineries will have the opportunity to host a Gala table and showcase their wine.

 NOW OPEN
FOR PARTICIPATION

LEARN MORE HERE





HOLIDAY ONLINE AUCTION

**BENEFITING WSU VITICULTURE & ENOLOGY
RESEARCH AND THE AWW INDUSTRY GRANT**

BID FOR BOTTLES

Tuesday – Sunday, November 29 – December 4 Focus on must have bottle lots, wine clubs, and tasting experiences. Opportunity for 100+ wineries. Target value: trips \$2,000+; bottle lots \$200 - \$2,000.

ADDITIONAL AWW PROGRAMS



PRIVATE RESERVE CLUB

The Private Reserve Club is an exclusive group of AWW supporters who have given a significant financial gift during the previous year's event season. This group is formed after completion of the August events and holds about 120 members. AWW hosts three exclusive Washington wine events for the club as a token of our gratitude. We strive to offer this group of high-net-worth individuals uniquely special events.



WASHINGTON WINE AMBASSADORS (WWA)

The Washington Wine Ambassadors are a group spearheaded by AWW to help with audience development, auction item procurement, sponsorship leads and spreading the word about our events to their networks. WWA's come from diverse backgrounds and are well-connected in the community and industry. WWA is expanding to include more diversity to reach new audiences and build upon our community of Washington wine supporters. WWA members meet three times per year with each meeting including a wine education component.

QUESTIONS?

Contact Taylor Rogers at trogers@aoww.org

LEARN MORE HERE

