

ST. HELENA ■



Winefest^{No.} 29
A TOAST TO CHILDREN'S HEALTH

RENAISSANCE MINNEAPOLIS, THE DEPOT

MAY 8-9, 2026

WINEFEST.UMN.EDU

RUTHERFORD ■

OAKVILLE ■

AN EVENT TO BENEFIT CHILDREN'S
HEALTH RESEARCH, EDUCATION,
AND CARE AT M HEALTH FAIRVIEW
MASONIC CHILDREN'S HOSPITAL

29

NAPA ■

NORTHBOUND HWY 29, BY NANCY WILLIS

We invite you to become a sponsor of WineFest No. 29—A Toast to Children’s Health, the most prestigious food and wine charity event in the Midwest. Since its inception in 1995, WineFest—A Toast to Children’s Health has raised more than \$27 million in support of groundbreaking pediatric research, education, and care at M Health Fairview Masonic Children’s Hospital. As a sponsor of WineFest No. 29, you will have the unique opportunity to market your company to our affluent audience of corporate and community leaders and children’s health supporters. Last year, nearly 2,000 guests enjoyed WineFest weekend activities, including sumptuous food and wine tastings, exclusive auctions, and exciting entertainment. As our partner, you will be able to host your top clients and employees at the festivities, receive remarkable brand exposure and significant benefits, and align your organization with an always worthy cause—improving the health and wellbeing of children everywhere.

THE FESTIVITIES

FRIDAY, MAY 8

MAGNUM MEANDER

Begin the weekend with our Magnum Meander for a journey down Napa’s Highway 29 where you’ll mingle with our esteemed Honorary Winemasters and discover the stories behind their exceptional wineries. Guests will enjoy a remarkable culinary adventure, sampling sips from select large-format bottles, and small bites specially prepared to complement the wines. This unique experience is guided by Jason DeRusha (WCCO radio host and local food critic) with participation from select superstar Minnesota sommeliers. DLynn Proctor (star of the Netflix documentary *Somm* and Wine Director of Fantesca Estate and Winery) will be a roaming correspondent in the audience. Sponsors will receive access to elevated seating for an enhanced Magnum Meander experience.

**GRAND TASTING
GRAPE STOMP
AFTER-PARTY**

The Grand Tasting is one party you don’t want to miss. Take your pick of dozens of signature selections from the Twin Cities’ hottest restaurants, plus 400 distinctive wines from around the world. Rub elbows with our Honorary Winemasters, bid generously on unique auction lots, and learn more about the groundbreaking research and care offered at M Health Fairview Masonic Children’s Hospital. Finally, kick off your shoes for the Grape Stomp After-Party.

SATURDAY, MAY 9

BUBBLES & BRUNCH

Experience WineFest all day by beginning at Bubbles & Brunch on Brunch Boulevard! This festive morning will feature a decadent brunch, lively program, spirited auction, specialty beverages, and more.

SPECIAL RESERVE RECEPTION

Start Saturday night at the Special Reserve Reception with an exclusive tasting featuring reserve wines from our Honorary Winemasters and the opportunity to socialize with other WineFest sponsors, corporate executives, and VIPs.

FINE WINE DINNER

After the private Special Reserve Reception, patrons enjoy the Fine Wine Dinner, which starts with a sparkling reception. This exquisite dinner features a multi-course gourmet menu with premier wine pairings from Honorary Winemasters, a live auction, and dancing. Approximately 700 guests—leaders of the Twin Cities corporate and philanthropic community—attend the evening’s festivities. They are food connoisseurs, fine wine lovers, and world travelers.

WineFest—A Toast to Children’s Health is a meaningful community event and a wise business investment. Not only will you champion cures and treatments for childhood diseases, you will also participate in a successfully proven culinary experience and wine event with an established following of prominent business and social leaders. As a participant of WineFest, you will take advantage of stellar visibility in the media and at the event. WineFest receives excellent coverage in national and local media outlets, including full-length articles and on-air produced pieces.

Past notable exposure includes:

- **Social Media:** X (formerly known as Twitter), Facebook, and Instagram
- **Print Promotion:** Invitation, Children’s Health Newsletter, Giving Matters
- **Media:** *Minnesota Monthly* and *Star Tribune*
- **Radio/TV:** iHeartMedia, WCCO TV and Radio, myTalk 107, CBS Radio, KARE 11, Fox 9, and KSTP
- **Billboards:** More than 40 Clear Channel Outdoor billboards in the Twin Cities metro
- **All participating WineFest retail outlets and restaurants**

THE CAUSE

WineFest No. 29—A Toast to Children’s Health supports the internationally renowned University of Minnesota Department of Pediatrics and M Health Fairview Masonic Children’s Hospital where physician-researchers develop and deliver innovative treatments and cures for childhood diseases.



Specifically, WineFest proceeds provide:

- Financial support for breakthrough pediatric research that will transform care for children in Minnesota and beyond
- Seed funding to launch the research careers of promising investigators
- Money that will purchase vital equipment to advance children’s clinical trials and enhance research programs

Our physician-scientists and pediatric specialists are global leaders in children’s health research, education, and care. We accelerate breakthrough discoveries to treat and cure childhood disease:

- M Health Fairview Masonic Children’s Hospital has been consecutively ranked among the best in the country in many specialty areas according to *U.S. News & World Report* for 17 years in a row
- The University of Minnesota Department of Pediatrics consistently ranks in the top 10 in securing funding from the National Institutes of Health.

M Health Fairview Masonic Children’s Hospital, the oldest children’s hospital in the state, not only delivers the latest innovations in pediatric medicine, we also create them:

- The world’s first open-heart surgery in a child, pediatric bone marrow transplant, and kidney biopsy in children
- The first bone marrow and cord-blood transplant to treat a devastating—usually fatal—skin disease
- A trailblazing technique for transplanting kidneys in infants
- The invention of a lung-clearing vest for children with cystic fibrosis

THE PARTNERS

WineFest No. 29—A Toast to Children's Health is committed to fostering relationships with partners who want to ensure a healthy and productive future for the world's children. WineFest thanks our past supporters for their generous support and understanding of the importance of pediatric research and care.

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WINEFEST ADVISORY COMMITTEE

Thanks to the expertise and generous guidance of the unparalleled committee, WineFest is able to offer exquisite wine, one-of-a-kind auction lots, and unique travel opportunities that help make it a nationally recognized wine charity event.

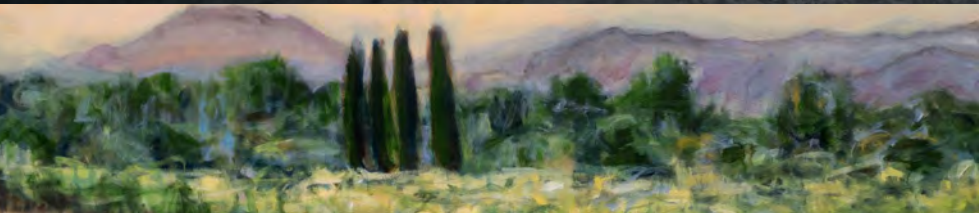
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Michael and Mia Jordan

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SPONSOR BENEFITS

	PRESENTING \$50,000	FINE WINE DINNER \$25,000	GRAND TASTING \$25,000	100 POINT \$20,000	MAGNUM MEANDER \$15,000	BUBBLES & BRUNCH \$15,000	SPECIAL RESERVE RECEPTION \$15,000	GRAND CRU \$15,000	PREMIER CRU \$10,000
Featured Company Logo or Name in Print Materials/ Publicity for Event	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
Company Logo or Name in Online Publicity for Event									
Signage for Fine Wine Dinner	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	Listed
Company Logo on Billboards	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	Listed	
Verbal Recognition as Sponsor									
Audiovisual Recognition as Sponsor	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	
Premier seating at Fine Wine Dinner (table of 10)									
Special Reserve Reception Tickets	30	20	20	10	10	10	10	10	10
Grand Tasting Tickets	15	12	12	10	8	8	8	8	4
Bubbles & Brunch Tickets	12	6	6	4	4	4	4	4	2
Magnum Meander Tickets	16	8	8	4	4	4	4	4	4
Invitation to VIP Festivities									
Plaque Recognition for Multiyear Donor Commitment	2 YEAR								
Digital Recognition on Hospital Donor Wall									

*Benefits and tax-deductibility are subject to change based on IRS, University of Minnesota, and foundation guidelines.

**Please note: donor advisory funds can only be used for 100% tax deductible gifts. DAF's cannot be used for sponsorships or event tickets.



FOR MORE INFORMATION
WINEFEST.UMN.EDU
winefest@umn.edu

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