

WINEPAWLOOZA



2026

SPONSORSHIP OPPORTUNITIES

BENEFITTING JAMESON HUMANE



WINEPAWLOOZA WEEKEND

June 19-20, 2026

INTRODUCTION TO JAMESON HUMANE

Monica and David Stevens founded Jameson Humane in 2014 to improve animal welfare through global collaboration and education for the benefit of all life in the name and spirit of their beloved rescued dog, Jameson. Jameson Humane is an impact-driven nonprofit organization that collaborates and educates to inspire change in animal welfare, not only in local communities, but around the world.

Jameson Humane provides:

- **Mobile Veterinary Unit Program:** includes no-cost and low-cost spay/neuter, vaccines, and microchips.
- **Community Wellness Clinics:** provide health exams, vaccines, and microchips for low income individuals, senior citizens, unhoused communities, and more.
- **Grants for Global Stewardship Program:** supports nationwide grants for legal action against animal cruelty, access to veterinary care and spay/neuter services, aid for families and communities in need, and disaster preparedness & emergency resources, and much more.
- **Community Animal Assistance Program (CAAP):** ensures animals and humans are able to stay together through subsidized medical care, food, behavioral training, temporary housing, and support for survivors fleeing domestic violence with their beloved animals.
- **Helpline 7-day per week Nationwide Program:** assists those in need of assistance by email.
- **Senior Citizen Pet Wellness Program:** maintains the activity and healthcare needs for companion animals of senior citizens.
- **Community Pet Pantry & Mobile Delivery Program:** provides pet supplies and delivers free pet food to 10 designated resource centers for those who lack transportation throughout Napa County.

JAMESON HUMANE'S 13TH ANNUAL WINEPAWLOOZA!

WineaPAWlooza is Jameson Humane's largest annual fundraiser and is consistently ranked by Wine Spectator as one of the top 10 wine auctions in the nation. Since 2014, the celebrated auction weekend has raised nearly \$13 million in support of animal welfare.



"Star winemakers and celebrity guests came together for WineaPAWlooza's charity wine auction, raising more than \$2.2 million for Napa's Jameson Humane."

Wine Spectator, 2022

WINEAPAWLOOZA WEEKEND



Join us on June 19 & 20, 2025, for an exclusive two-day event celebrating world-class wines, live music, and an acclaimed Wine Spectator Top 10 Wine Auction – all in support of Jameson Humane.

This prestigious gathering brings together 60 of the nation's top vintners and winemakers, along with 200 high-net-worth wine collectors and enthusiasts from across the country, making it a prime opportunity for brand exposure and engagement.

Steering Committee

Nick Gajewski Fritz Hatton
 Julia Wildt *Auctioneer*
Co-Chairs

Joyce Bone
 Kelly Brophy
 Jessica Brunner
 Adriana Chinsky
 Vanessa Conlin MW
 Robert Emery
 Dean Gray
 JY Lee
 Michele Mitchell
 Robin Nielsen
 Anne Seaver
 Joann Serafini
 Aristotle Smith
 Jessica Smith
 Scotti Stark
 Monica Stevens
 Kendall Swanson
 Alyssia Walden

Friday, June 19th Kickoff/Welcome Party for Wineapawlooza Guests

This magical evening kicks off the 13th Annual Wineapawlooza weekend of magic at Vice Versa's new winery in Calistoga, hosted by vintner-owners Patrice & Samantha Breton, featuring a Beckstoffer ToKalon discussion with Andy Beckstoffer, Patrice Breton and other leading Napa vintners and winemakers. The evening also includes a musical performance by WRISTROCKET, and culinary delights from Napa Valley Chef Itamar Abramovitch of Blossom Catering.

Saturday, June 20th Grand Tasting & Auction

Hosted at the breathtaking Castellucci Estate in Oakville, the extraordinary Grand Tasting allows guests to rub elbows with over 60 highly sought-after top vintners and winemakers, offering unparalleled cult wines.

As the evening continues, the acclaimed Wine Spectator Top 10 Wine Auction will showcase never-before-seen wine lots and once-in-a-lifetime experiences, including a real-time creation by Max Alexander, child prodigy turned celebrity fashion designer, all in support of Jameson Humane. The evening honors Bill and Ginger Nemerever, recipients of the Jameson Humane Philanthropic Hero Award, and features a culinary experience by Chefs Daniel Gomez Sanchez and Elliot Bell, both alumni of The French Laundry.



WINEAPAWLOOZA SPONSORSHIP OPPORTUNITIES

As a sponsor, you will gain access to an exclusive platform where your brand will be prominently featured throughout the event and across multiple media touchpoints. With a sophisticated audience of wine connoisseurs and collectors, WineaPAWlooza offers a rare chance to engage with affluent consumers who value luxury, quality, and social impact. Sponsorship is seen by 300+ WineaPAWlooza bidders with a net worth of \$1M - \$10M, as well as by media from top-tier publications nationwide.

\$50,000 WINEAPAWLOOZA EVENT SPONSOR (Carneros Resort & Spa)

- An exclusive opportunity for full event naming rights with the 13th Annual WineaPAWlooza
- Special placement of your company's full-color, full-page ad inside of the PAW '26 Auction Catalog
- Sponsorship recognized in regional and national printed materials promoting PAW '26 Photo gallery of your participation in the PAW '26 post-event for you and your guests to enjoy
- Prominent placement in all communications for PAW '26
- Inclusion in the WineaPAWlooza press release recognizing your sponsorship.
- Year-round recognition on all Jameson Humane e-mail blasts, announcements, and website

Prominent Logo Placement:

- WineaPAWlooza step-and-repeat photo capture and dedicated event signage
- Dedicated event signage displayed in front of over 300 wine connoisseurs Sponsors' page on the PAW '26 website through 2027
- A sponsorship announcement on the PAW '26 top rotating photo gallery banner on the website
- E-auction bidding site
- PAW '26 Auction Catalog, inside and on bidding page back cover

Hospitality:

- Champagne welcome by Jameson's Founder, Board Members, and the concierge team
- Eight reserved tickets, Friday, June 19th
- A reserved table of ten for Saturday's June 20th event; includes two personal vintners with their wines to enjoy seated at your reserved table
- Personal meet and greet opportunity with prominent guests

\$25,000 WINEAPAWLOOZA EVENT SPONSOR (Beau Wine Tours; 1 Opening Remains)

- Special placement of your company's full-color, half-page ad inside the PAW '26 Auction Catalog
- Inclusion in the WineaPAWlooza press release recognizing your sponsorship
- Photo gallery of your participation in PAW '26 post-event for you and your guests to enjoy
- Prominent placement in all communications for PAW '26

Logo Placement:

- WineaPAWlooza step-and-repeat photo capture and dedicated event signage
- Dedicated event signage to include your company logo displayed in front of over 300 wine connoisseurs
- Sponsors' page on the PAW '26 website through 2027
- A sponsorship announcement on the PAW '26 top rotating photo gallery banner on the website
- E-auction bidding site
- Special placement of your company's full-color, half-page ad inside the PAW '26 Auction Catalog

Hospitality:

- Champagne welcome by Jameson's Founder, Board Members, and the concierge team
- Four tickets for Friday's VIP Event at private estate
- Reserved seats for Saturday's Event, seated with pre-eminent vintners

WINEAPAWLOOZA SPONSORSHIP OPPORTUNITIES

\$10,000 WINEAPAWLOOZA PAW SPONSOR (2 Openings Remain)

- Sponsorship recognized in regional and national printed materials promoting PAW '26
- A full-color, quarter-page ad placement inside the PAW '26 Auction Catalog
- Inclusion in the WineaPAWlooza press release recognizing your sponsorship

Logo Placement:

- A one-time sponsorship announcement on the PAW '26 top rotating photo gallery banner on the website
- Sponsors' page on the PAW '26 website through 2027
- Your company logo in the PAW '26 Auction Catalog

Hospitality:

- Champagne welcome by the concierge team
- Two tickets to attend both Friday and Saturday events

\$5,000 WINEAPAWLOOZA COMMUNITY SPONSOR (2 Openings Remain)

Logo Placement:

- A one-time sponsorship announcement with your company logo on the PAW '26 top rotating photo gallery banner on the website
- Your company logo included in the sponsors' page on the PAW '26 website through 2027
- Inclusion in the WineaPAWlooza press release recognizing your sponsorship
- Your company logo in the PAW '26 Auction Catalog

Hospitality:

- Welcome by the concierge team

WINEAPAWLOOZA BIDDERS

Income Level

\$250,000 – \$2,000,000+

Average Age

45-60 years

Average Net Worth

\$1MM - \$10MM

JAMESON HUMANE AUDIENCE

Social Media

Facebook: 24,800+ followers / 56k impressions

Instagram: 17,300+

LinkedIn (new): 240+

TikTok (new): 300+

Webpage Performance

126,000+ views

36,000+ visitors

Jameson Database

10,000+ members

"Our lots become more and more impressive and our vintners more and more generous. What brings me the most joy is the belief and trust that our vintners, donors, and community have in our mission and the support they're willing to give."

*Monica Stevens, Founder,
Jameson Humane*

PAST WINEAPAWLOOZA SUPPORT

PAST VINTNERS

There exists in wine country a profound affection between humans and their beloved four-legged children. We thank our dear vintner and winemaker friends who have supported Jameson Humane throughout the years by offering their wines during our Saturday night Grand Tasting. Their wine labels represent some of the most sought after, hand-crafted wines in the world...and you get to taste them all!

Accendo
Adversity Cellars
Alejandro Bulgheroni Estate
Antix Wine
Anomaly Vineyards
Aperture Cellars
Arietta Arkenstone
Arrow & Branch
Azur
Behrens Family Winery
Bevan Cellars
Brand
Brilliant Mistake Wines
Carter Cellars
Castelluci Estate
Continuum
Covert
Dakota Shy
Dana Estates
David Arthur Vineyards
Detert Family Vineyards
DOGFARM
Drinkward
Peschon Eisele Vineyard
Fairchild Estate

Fait-Main
Fe Wines
Gamble Family Vineyards
Gandona
Graham + Stella
Greer
Hamel Family Wines
Harlan/The Mascot
Harumph Hourglass
Hudson Immortal
Julian Fayard
K. Laz Wine Collection
Katnip
Keever Vineyards
Keplinger Wines
Kerr Cellars
La Pelle
Lail Vineyards
Larkin
Lithology
Lorenza
Lyrux
Macauley Vineyard
MacDonald Vineyards

Mad Fritz Brewery
Marciano Estate
Marston Family Vineyards
Melka Estates & Winery
Memento Mori
Myriad
Namo
Neiman Cellars
Nemerever
NEOTEMPO
Nine Suns
Opus One
Ovid
Patria
Paula Kornell Sparkling Wines
Perfect Season
Perliss Estate Vineyards
Plinth
Pott Wines
Pulido-Walker
Raen
Realm Cellars
Relic
Riise
Riverain Vineyards

Robert Foley Vineyards
Roy Piper
Shibumi Knoll
Silver Oak Cellars
Sire Spottswode
Staglin Family Vineyard
Switchback Ridge
Teeter Totter
The Mascot
The Vineyardist
Theorem Vineyards
TOR Wines
Tres Perlas
Trois Noix
Venge Vineyards
Vice Versa
Vine Hill Ranch
Wren Hop Vineyards
Zakin Family Est

PAST SPONSORS & PARTNERS

NETJETS



Bellissima

BEAU
WINE TOURS



venu



The Packaging Company



ARCHER HOTEL



Bardesonno Hotel & Spa
Beau Wine Tours
Bright Rentals
Carneros Resort & Spa
Castelluci Estate
CPA Valet
Charbay Distillery
Connoisseur Wine Logistics
DJ Krill
DOGLI
Encore Events
Flowers by Edgar

Goatlandia Kitchen
Grocery Outlet, North Napa
Hotel Yountville
imdgraphics
Keith Productions
Minuteman Press
Napa Valley Features
Nova Terra Kitchen & Creamery
Ollie's Artisan Baking Co.
Peak Productions
Platypus Wine Tours
Poppy Bank

Portocork
PROforma Wine Country
Professional Bodyguard Association, Int'l Inc.
Pure Water
Ryder Truck Rental
The Packaging Company
Trader Joes, Napa
Napa Wealth Enhancement Group (Napa Valley)
Venu Magazine
Vice Versa Wines

WINEAPAWLOOZA IN THE PRESS

"Auctioneer Fritz Hatton led the spirited bidding for 20 unique lots from around wine country. The top lots were: ten cases of 2021 TOR Beckstoffer to Kalon Vineyard Cabernet, which went for \$200K – the highest winning bid on a single lot; a barrel of Bevan, \$160K, a PARTY with Million Dollar winemaker, Jesse Katz \$140k, a four-night stay in Augusta, a round of golf at Forest Hills and a TUSK wine dinner, \$100K; and a private tasting at RAEN Winery, Monarch Tractor tour, a tasting at Brandini winery in Italy, and a two-night stay at Brandini's Agriturismo, \$100k." (Jennifer Boden, KRON 4 News, July 2022)

"WineaPAWlooza is Jameson's key annual fund raiser, an event that has earned its place as one of the top 10 wine events in the country, according to Wine Spectator magazine. Since 2014, WineaPAWlooza has raised nearly \$9M to support our mission, supplying the critical funds necessary for Jameson programs to improve the state of animal welfare and save animal lives." (Haute Living, August 3, 2021)

"WiheaPAWlooza is Jameson's annual fundraiser, an event that has earned its place as one of the top ten wine events in the country according to Wine Spectator magazine. The money raised from this sought-after weekend supplies the critical fund necessary for Jameson's programs to improve the state of animal welfare and save animals' lives. (Venu Magazine, Issue 51, December, 2023)



"Jameson Humane does incredible work, and we're so honored to be part of this event every year.

Our connection as humans with animals and all living things is part of protecting and caring for the planet we live on, which is what we strive for with everything we do."

Carlo Mondavi, Winemaker, Co-Owner of RAEN Winery and Co-Founder of Monarch Tractor

Live Auctions Tallying \$1 Million or More

AUCTION	BENEFICIARY	LOCATION	LIVE BIDS
Naples Winter Festival	Naples Children & Education Foundation	Naples, Fla.	\$13,080,000
Auction Napa Valley	Local health and children's education nonprofits	St. Helena, Calif.	\$11,813,000
Sonoma County Wine Auction	Sonoma County education, health, environmental and arts services	Windsor, Calif.	\$3,055,000
Auction of Washington Wines	Seattle Children's Hospital and WSU wine science research	Woodinville, Wash.	\$2,456,780
Destin Charity Auction	Northwest Florida children's charities	Miramar Beach, Fla.	\$2,224,075
Rodeo Uncorked! Champion Wine Auction and Dinner	Houston Livestock Show and Rodeo	Houston	\$1,704,300
Classic Wines Auction	Children's and family charities	Portland, Ore.	\$1,663,583
Festival Napa Valley	Napa Valley Festival Association	St. Helena, Calif.	\$1,636,500
Emeril Lagasse Foundation's Carnivale du Vin	Emeril Lagasse Foundation	New Orleans	\$1,421,300
WineaPAWlooza	Jameson Animal Rescue Ranch	Oakville, Calif.	\$1,400,000
Southwest Florida Wine & Food Fest	Local charities for children's health and education	Bonita Springs, Fla.	\$1,376,000
Toast to Your Health	University of Rochester Heart & Vascular	Canandaigua, N.Y.	\$1,241,500
High Museum Atlanta Wine Auction	High Museum of Art	Atlanta	\$1,024,105
TOTAL			\$44,096,143

Wine Spectator tracks the results of charity wine auctions in the U.S. These auctions have multiple revenue streams, including ticket sales, sponsorships, silent auctions and live auctions, with the latter segment the sole event common to them all. Above are the self-reported totals for all live auctions that brought in \$1 million or more in 2019.

Wine Spectator
Wine Business
Wine Industry Network Adv.
Venu Magazine
Press Democrat
Napa Valley
Life Haute Living
EIN Presswire Sonoma
County Gazette



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