

# Wine St. Pete Weekend February 2-4 2018

## Be Seduced

WineCuisine  
TravelArt  
Music



Dear Sponsors and Friends of the MFA,

The Museum of Fine Arts invites you to join us for the most spectacular weekend ever on February 2-4, 2018 in St Petersburg, Florida. Wine Weekend St Pete benefits the Museum of Fine Arts, St. Petersburg, Florida, the arts, its legacy, and the many children's programs. It is the largest fundraising event for the Museum of Fine Arts representing all that is exquisite, including a elegant wine pairing dinner, an exciting auction and a celebratory champagne brunch plus, optional events that you will not want to miss!

This year our theme is "Be Seduced"! We will relive the days of Louis XV and the balls of Versailles. To keep with our theme of exceptionalism, Maison Louis Latour will be our guest Vintner offering Grand Cru and Premier Cru wines.

*"Be Seduced" by the era of Louis XV and the opulent grandeur!*

### **Friday, February 2, 2018 – "Fêtes à Versailles"**

7:00PM - Relive the famed masked balls of Versailles featuring wines from Maison Louis Latour and exquisite cuisine from Chef Tyson Grant. VIP – Black Tie - Masks-After party - Sponsors only

### **Saturday, February 3, 2018 – "Tour de France" and Wine Auction**

2:00 PM –Wine Tasting/Auction Preview - Sip wines and champagnes as you preview the International Wine Auction under the tent, North Lawn of the Museum of Fine Arts, St Pete, Florida.

4:00 PM – Let the International Wine Auction begin!! Bid on rare wines, fine jewelry, luxury trips and all that can be imagined!

*Followed by the "Century of Light" after party*

### **Sunday, February 4th, 2018 – Le Champagne Brunch"**

11:00AM- featuring Champagnes from the regions and a surprise!

For more detailed information about this fabulous weekend, please visit our website at [wineweekendstpete.org](http://wineweekendstpete.org) or call us at 727-619-4631. You can also follow us online via Facebook and Twitter (@wineweekendstpete).

Thank you for your commitment to the Stuart Society and the Museum of Fine Arts.

Looking forward to the best event ever and seeing you in stunning masks as we flirt and folly like the days of Louis XV.

Patricia Rossignol

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[wineweekendstpete.org](http://wineweekendstpete.org)

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## Sponsor Opportunity Overview

### TITLE SPONSOR - \$100,000

The tax-deductible portion of your contribution **\$95,640**

#### Event Benefits

- Industry exclusivity
- Eight (8) tickets to the exclusive Sponsor Dinner (2/2/18)
- Ten (10) tickets to the Tour de France Wine Auction (2/3/18) with priority seating at your own VIP table
- Eight (8) tickets to the Champagne Brunch (2/4/18)
- Waiver of rental fee of MFA space for up to four Sponsor-hosted meetings or events at the museum (a value of up to \$20,000)
- Signage & advertising on all print and digital pre and post marketing
- One Hundred (100) complimentary general admission MFA guest passes
- Recognition on Museum Donor Marquee
- MFA Beach Drive entrance sponsor banner recognition

### GRAND CRU SPONSOR - \$50,000

The tax-deductible portion of your contribution **\$45,640**

#### Event Benefits

- Industry exclusivity
- Eight (8) tickets to the exclusive Sponsor Dinner (2/2/18)
- Ten (10) tickets to the Tour de France Wine Auction (2/3/18) with priority seating at your own VIP table
- Eight (8) tickets to the Champagne Brunch (2/4/18)
- Waiver of rental fee of Museum space for two Sponsor-hosted meetings or events at the Museum (a value of up to \$10,000)
- Signage & advertising on all print and digital pre and post marketing
- Fifty (50) complimentary general guest admission passes to the MFA
- MFA Beach Drive entrance sponsor banner recognition

### PLATINUM SPONSOR - \$25,000

The tax-deductible portion of your contribution **\$21,620**

#### Event Benefits

- Six (6) tickets to the exclusive Sponsor Dinner (2/2/18)
- Eight (8) tickets to the Tour de France Wine Auction (2/3/18) with priority seating at your own VIP table
- Six (6) tickets to the Champagne Brunch (2/4/18)
- Waiver of rental fee of Museum space for one Sponsor-hosted meetings or events at the Museum (a value of up to \$5,000)
- Recognition as a Platinum Sponsor in print and digital materials
- Twenty-five (25) complimentary general admission guest passes to the MFA
- MFA Beach Drive entrance sponsor banner recognition

### GOLD SPONSOR - \$10,000

The tax-deductible portion of your contribution **\$7,600**

#### Event Benefits

- Four (4) tickets to the exclusive Sponsor Dinner (2/2/18)
- Six (6) tickets to the Tour de France Wine Auction (2/3/18) with priority seating at your own VIP table
- Four (4) tickets to the Champagne Brunch (2/4/18)
- Waiver of rental fee of Museum space for one Sponsor-hosted meetings or events at the Museum (a value of up to \$5,000)
- Recognition as a Gold Sponsor in print and digital materials
- Ten (10) complimentary general admission guest passes to the MFA

### SILVER SPONSOR - \$5,500

The tax-deductible portion of your contribution **\$4,080**

#### Event Benefits

- Two (2) tickets to the exclusive Sponsor Dinner (2/2/18)
- Four (4) tickets to the Tour de France Wine Auction (2/3/18) with priority seating at your own VIP table
- Two (2) tickets to the Champagne Brunch (2/4/18)
- Half page advertisement in auction program book (ad to be provided by Sponsor)
- Six (6) complimentary general admission guest passes to the MFA

### BRONZE SPONSOR COUPLE - \$2,750

The tax-deductible portion of your contribution **\$1,770**

#### Event Benefits

- Two (2) tickets to the exclusive Sponsor Dinner (2/2/18)
- Two (2) tickets to the Tour de France Wine Auction (2/3/18)
- Two (2) tickets to the Champagne Brunch (2/4/18)



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## UNDERWRITING OPPORTUNITIES

Underwriting support is vital to the success of Wine Weekend and is 100% tax deductible. Your kind donation will assist our efforts in providing decor, show production, sound & lighting, floral design and printing. Thank you for your consideration and we look forward to seeing you at The Stuart Society's premiere Wine Weekend on February 2 through 4, 2018.

### **Chateau Owner - \$10,000**

The Auction, Auction tent, Vibrant Music, and Professional Entertainment

### **Negotiant - \$5,000**

Auction Video, Lighting, Flowers, Décor, and Sponsor gift

### **Winemaker - \$2,500**

Invitations, Postage, Printing, Lodging, Expenses for Sponsor After Party

### **Sommelier - \$1,000**

Linens , Glasses, Banners, Social Media advertising

### **Wine Lover - \$500**

Valet, Photography, Lighting and Sound In appreciation of their generosity,

### **Wine Taster - \$250**

### **Just A Toast - \$100**

Underwriters of \$500 or more will be recognized in the Event Program.

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St. Pete  
February 2-4 **2018**

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## SPONSOR COMMITMENT FORM

Please complete all sections in this form

**Sponsor Name** \_\_\_\_\_

*As it should appear in promotional materials*

**Contact Name and Title** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_

**State** \_\_\_\_\_

**Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_

**Email** \_\_\_\_\_

## Sponsor Level

**Title Sponsor - \$100,000**

**Grand Cru Sponsor - \$50,000**

**Platinum Sponsor - \$25,000**

**Gold Sponsor - \$10,000**

**Silver Sponsor - \$5,500**

**Bronze Sponsor - \$2,750**

**Bronze Individ. Sponsor - \$1,375**

**Table Sponsor \$5,000**

**Underwriting Sponsor \$ \_\_\_\_\_**

*(Tax Deductable Portion \$885)*

*(Tax Deductable Portion \$2800)*

## Payment Method

Make checks payable to "The Stuart Society"

**Check**

**Visa**

**Mastercard**

**American Express**

**Account Number** \_\_\_\_\_

**Expiration Date** \_\_\_\_\_

**CSC** \_\_\_\_\_

**Cardholder Name** \_\_\_\_\_

**Billing Address** \_\_\_\_\_

**Signature** \_\_\_\_\_

Please return this form to:

The Stuart Society c/o Museum of Fine Arts

ATTN: Gail Phares

255 Beach Drive NE, St. Petersburg, FL 33701-3498

727.619.4631 [winweekendreservation@stUARTSOCIETY.ORG](mailto:winweekendreservation@stUARTSOCIETY.ORG)

**Form may also be completed online at [winweekendstpete.org](http://winweekendstpete.org) (preferred method)**

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## RESERVATION FORM

Masked Ball, *Sponsors Only*

International Wine Auction and After Party, \$300/person \$ \_\_\_\_\_

(Tax Deductable Portion \$80)

Champagne Brunch, \$100/person \$ \_\_\_\_\_

(Tax Deductable Portion \$40)

Guest Name(s): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_

\*Please complete contact information for each guest. Additional guests may be submitted on an additional page.

Circle Payment Method:      Check      VISA      Mastercard      AMEX

Please make checks payable to: **The Stuart Society**

Account Number: \_\_\_\_\_ Exp. mm/yy: \_\_\_\_\_ CSC: \_\_\_\_\_

Cardholder Name (as listed on card): \_\_\_\_\_

Billing Address: \_\_\_\_\_

Signature : \_\_\_\_\_ Date: \_\_\_\_\_

I, \_\_\_\_\_ hereby authorize **The Stuart Society** to charge my credit card for the above ticket price.

Please return this form to:  
The Stuart Society c/o Museum of Fine Arts  
ATTN: Gail Phares  
255 Beach Drive NE, St. Petersburg, FL 33701-3498  
727.619.4631 winweekendreservation@stUARTSOCIETY.ORG  
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## Auction Donation Form

Please complete all sections in this form

Donor Name		
Contact Name & Title		
Address		
City	State	Zip
Phone		
Email		
Website		

Donation Value	
Donation/Lot Description	
Restrictions	
Valid Until Dates	

**Donation Deadline: November 1, 2017**

Please return this form to:

The Stuart Society c/o Museum of Fine Arts

ATTN: Gail Phares

255 Beach Drive NE, St. Petersburg, FL 33701-3498

727.619.4631 wineweekendreservation@stUARTSOCIETY.ORG

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## Your Generosity By The Numbers...

Grand Total Raised:

# \$750,000.00!

Where It Came From:



### Live Auction Highlights:

- 325 patrons in attendance (**30% increase over 2014**)
- Highest grossing auction items:  
\$70,000 (**sold 2.5x!**) and \$25,000 (**sold twice!**)
- Average spend: **\$5900/lot**
- Wines from **5 continents**, including all first 5 growths
- Over 26 Luxury travel opportunities including **Paris, New York, Morocco, Tuscany, Barcelona and Kenya**

# CREATING Brighter FUTURES

The Museum of Fine Arts' Mission drives the strength of our educational initiatives.

**YOUR GENEROSITY MAKES THIS POSSIBLE**



Children need the Arts to succeed. Just like children need good nutrition on a daily basis, children need a daily serving of the Arts. Studies have shown that involvement in the Arts increases test scores and promotes academic achievement. Now, more than ever, it is vital that we support the community's children through exposure to art, as the funding for education programs continue to shrink.

Your donations allow the MFA to fund multiple children's programs in the community - including inviting and transporting every 6th grade student in Pinellas county to explore the MFA!



- 4 times more likely  
**to be recognized for academic achievement**
- 3 times more likely  
**to be elected to class office within their schools**
- 4 times more likely  
**to participate in a math and science fair**
- 3 times more likely  
**to win an award for school attendance**

Source: Americans For The Arts Campaign



*"If one child benefits from the Museum, it will all be worthwhile."  
-Margaret Acheson Stuart, Founder*





# History of the Museum of Fine Arts



The MFA was founded by art collector and philanthropist Margaret Acheson Stuart (1896-1980) with the support of her family, the City of St. Petersburg, civic leaders, and art lovers.

Mrs. Stuart began wintering in St. Petersburg in 1926 with her father, the inventor Edward Goodrich Acheson, and her family. Mrs. Stuart returned every winter until she became a permanent resident in 1959.

In 1961, the non-profit Museum of Fine Arts was incorporated and Mrs. Stuart established a \$1 million endowment. She also gave a direct donation of \$150,000 to the initial construction costs, and a pledge of \$100,000 annually toward the architect's fee.

Though a sustaining member of New York's Metropolitan Museum, her favorite museum was the Frick Collection. It was the ambiance of the Frick home that Mrs. Stuart hoped to bring to the Museum of Fine Arts.

Mrs. Stuart did not want her name on the museum or to charge admission; everything was for the people, she said. When questioned by several city council members about the need for a new art museum, Mrs. Stuart reportedly replied, "If one child benefits from the Museum, then it will all be worthwhile." Today, every public school sixth-grader in Pinellas County visits the MFA for a lesson created to fulfill Common Core standards.

Rexford Stead, the Museum's first director, once praised Stuart's dedication: "Do you know of any other Museum president who comes to the building practically every day? Who binds and repairs books and periodicals... teaches book binding, polishes silver, does needlepoint embroidery, helps with displays, and often makes tea for fellow workers?"

The St. Petersburg City Council adopted a resolution in 1961 calling her contribution "one of the most outstanding forward steps made for the cultural development of St. Petersburg." In 1965, Mrs. Stuart was the first woman to be given the "Outstanding Citizen Award" by the St. Petersburg Junior Chamber of Commerce. In 1978, Mrs. Stuart was awarded a Florida Governor's Award for the Arts.

St. Petersburg has become one of the top art destinations in the country. For over 50 years, the Museum of Fine Arts has been the anchor for fine art, the revitalization of downtown, and the emergence of a citywide arts culture in St. Petersburg.

With over 100,000 visitors annually and consistently growing, the MFA remains the crown jewel of Florida's west coast. The collection has grown dramatically over the years and now numbers more than 18,000 works, spanning 5,000 years of art, history, and culture.



**MFA**  
Museum of Fine Arts  
ST. PETERSBURG