

## Chateau Sponsor - \$3,000

- ◆ 2 Invitations to Friday VIP Reception
- ◆ 4 Seats to Auction Dinner
- ◆ 4 Seats to International Tasting Event
- ◆ 2 Double Rooms at the Turning Stone\*\*
- ◆ Acknowledgment in Media Ads
- ◆ Most Prominent Acknowledgment in Marketing Materials & Press Releases
- ◆ Most Prominent Signage at Auction
- ◆ Full Page Ad in NYIWA Catalog

## Vineyard Sponsor - \$2,000

- ◆ 2 Invitations to Friday VIP Reception
- ◆ 4 Seats to Auction Dinner
- ◆ 4 Seats to International Tasting Event
- ◆ Acknowledgment in Media Ads
- ◆ Second Most Prominent Acknowledgment in Marketing Materials & Press Releases
- ◆ Second Most Prominent Signage at Auction
- ◆ Full Page Ad in NYIWA Catalog

## Wine Cellar Sponsor - \$1,000

- ◆ 2 Invitations to Friday VIP Reception
- ◆ 2 Seats to Auction Dinner
- ◆ 2 Seats to International Tasting Event
- ◆ Acknowledgment in Press Release
- ◆ Full Page Advertisement in Auction Catalog

## Wine Barrel Sponsor - \$500

- ◆ 2 Seats to International Tasting Event
- ◆ Acknowledgment in Press Release
- ◆ Full Page Ad in NYIWA Catalog

\*\* All Sponsor rooms are double occupancy. Contact Tony Vennera for Sponsor overnight accommodations. Rooms not secured through sponsorship or additional rooms are available by contacting the Turning Stone Resort • Casino at 1.800.771.7711. Ask for rooms for the New York International Wine Auction. Sponsorship rooms are not available for in-kind sponsorship.



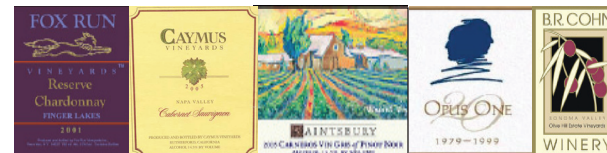
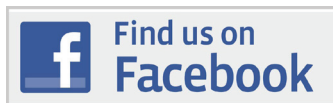
The New York International Wine Auction (NYIWA) is a weekend event of unparalleled elegance and sophistication—hosted by the Herkimer ARC at the Turning Stone Resort • Casino in Verona, NY. Friday evening features a VIP Reception for event sponsors and the Herkimer ARC's Circle of Friends. Saturday's event showcases a silent auction and tasting, five-course gourmet meal, and live auction—offering classic and unusual international and domestic wines, artwork, travel and dining opportunities, collectibles, jewelry, and other lifestyle items.

NYIWA is celebrating its 16th year in 2011. Auction proceeds assist the Herkimer ARC in fulfilling its mission to enable each of the 700 people served, and others in the community, to achieve their full potential and enriched lives. The Herkimer ARC offers many services to meet each individual's unique needs. For more info., visit [www.herkimerarc.org](http://www.herkimerarc.org).



### Questions and Address:

**Tony Vennera, Auction Director**  
**Herkimer ARC, Box 271. Herkimer, NY 13350**  
**Tel: (315) 574-7355 Fax: (315) 866-8339**  
**[tvennera@nyiwa.com](mailto:tvennera@nyiwa.com)**  
**Visit our Web Site: [www.nyiwa.com](http://www.nyiwa.com)**



# NYIWA 2011

**October 21st & 22nd**

**Friday: VIP Reception**

**Saturday: International Tasting,  
 Silent Auction, and Dinner & Live Auction**

**Turning Stone Resort • Casino, Verona, NY**



## Sponsorship Opportunities:

*Benefitting the Herkimer ARC in  
 Supporting People with Disabilities*



# NYIWA 2011: *Special Sponsorship Opportunities*

## **Event Sponsor - \$15,000**

- ◆ Event to be Referred to as "Your Company" Presents NYIWA
- ◆ Permanent Display of Logo on Auction Platform Throughout Event
- ◆ 4 Invitations to Friday VIP Reception
- ◆ 8 Seats to Auction Dinner
- ◆ 8 Seats to International Tasting Event
- ◆ 4 Double Rooms at the Turning Stone\*\*
- ◆ Acknowledgment in Media Ads
- ◆ Most Prominent Acknowledgment in Marketing Materials & Press Releases
- ◆ Most Prominent Signage at Auction
- ◆ Full Page Ad in NYIWA Catalog

## **Premier Sponsor - \$10,000**

- ◆ Permanent Display of Logo on Auction Platform Throughout Event
- ◆ Corporate Name/Logo Imprinted on Promotional Gift
- ◆ 4 Invitations to Friday VIP Reception
- ◆ 8 Seats to Auction Dinner
- ◆ 8 Seats to International Tasting Event
- ◆ 4 Double Rooms at the Turning Stone\*\*
- ◆ Acknowledgment in Media Ads
- ◆ Most Prominent Acknowledgment in Marketing Materials & Press Releases
- ◆ Most Prominent Signage at Auction
- ◆ Full Page Ad in NYIWA Catalog

## **Tasting Sponsor - \$5,000**

- ◆ Corporate Name/Logo Engraved on Tasting Glasses
- ◆ 4 Invitations to Friday VIP Reception
- ◆ 8 Seats to Auction Dinner
- ◆ 8 Seats to International Tasting Event
- ◆ 2 Double Rooms at the Turning Stone\*\*
- ◆ Acknowledgment in Media Ads
- ◆ Most Prominent Acknowledgment in Marketing Materials & Press Releases
- ◆ Most Prominent Signage at Auction
- ◆ Full Page Ad in NYIWA Catalog

## **Silent Auction Sponsor - \$5,000**

- ◆ Corporate Name/Logo Engraved Promotional Gift for Silent Auctions.
- ◆ 4 Invitations to Friday VIP Reception
- ◆ 8 Seats to Auction Dinner
- ◆ 8 Seats to International Tasting Event
- ◆ 2 Double Rooms at the Turning Stone\*\*
- ◆ Acknowledgment in Media Ads
- ◆ Most Prominent Acknowledgment in Marketing Materials & Press Releases
- ◆ Most Prominent Signage at Auction
- ◆ Full Page Ad in NYIWA Catalog

## **Toasting Sponsor - \$5,000**

- ◆ Corporate Name/Logo Imprinted on Champagne Flutes for Event Toast
- ◆ 4 Invitations to Friday VIP Reception
- ◆ 8 Seats to Auction Dinner
- ◆ 8 Seats to International Tasting Event
- ◆ 2 Double Rooms at the Turning Stone\*\*
- ◆ Acknowledgment in Media Ads
- ◆ Most Prominent Acknowledgment in Marketing Materials & Press Releases
- ◆ Most Prominent Signage at Auction
- ◆ Full Page Ad in NYIWA Catalog

## **Live Auction Sponsor - \$5,000**

- ◆ Corporate Name/Logo Engraved on Auction Paddles
- ◆ 4 Invitations to Friday VIP Reception
- ◆ 8 Seats to Auction Dinner
- ◆ 8 Seats to International Tasting Event
- ◆ 2 Double Rooms at the Turning Stone\*\*
- ◆ Acknowledgment in Media Ads
- ◆ Most Prominent Acknowledgment in Marketing Materials & Press Releases
- ◆ Most Prominent Signage at Auction
- ◆ Full Page Ad in NYIWA Catalog

## **VIP Reception Sponsor - Friday Evening - \$5,000**

- ◆ Introduction & Recognition of Your Company at Reception
- ◆ Prominent Display of Company Logo in Reception Room
- ◆ Corporate Name/Logo Imprinted on Promotional Gift
- ◆ 4 Invitations to Friday VIP Reception
- ◆ 8 Seats to Auction Dinner
- ◆ 8 Seats to International Tasting Event
- ◆ 2 Double Rooms at the Turning Stone\*\*
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