



  
**Vida OLE!**  
NAPA VALLEY  
June 27 – 29, 2024



## Partnership Opportunities

A Napa Valley weekend celebration presented by OLE Health Foundation  
benefiting healthcare for Napa's essential workers



# Vida OLE!

Dear Friends,

In June 2024, the OLE Health Foundation Board of Directors invites you to take part in our three-day fundraising celebration, Vida OLE. This special weekend raises critical funds to ensure that everyone who lives and works in Napa Valley has access to quality primary medical, dental, and behavioral healthcare.

Last year, with your support, we raised a record-setting \$1.7 million to help fund our initiatives that cover expenses for patients unable to pay for their care, support expansion of our nonprofit community health centers to meet the ever-growing need to care for more of our neighbors, and provide mobile health services for our vineyard workers.


Over the course of three days – June 27-29, 2024 – we will be hosting a series of events at exclusive wineries and private estates, highlighted by a 300-person luxury auction and dinner at Sullivan Rutherford Estate. Through your generosity, we aim to underwrite all expenses at Vida OLE so that 100% of monies raised will go directly to those in need.

Together we will create a healthier workforce and community.

We are grateful for your consideration.



Naoko Dalla Valle  
Chair



Sonia Tolbert  
Chief Development Officer



## SCHEDULE OF EVENTS

### Thursday, June 27

Visionaries Luncheon (*invitation only*)

### Friday, June 28

Vintner Dinners

### Saturday, June 29

Vida OLE Auction & Dinner  
at Sullivan Rutherford Estate

## INDIVIDUAL TICKETS

### \$1,750 per person

Vida OLE Weekend (*\$1,150 tax deductible*)

### \$1,000 per person

Vida OLE Auction & Dinner (*\$700 tax deductible*)

## OLE Health Foundation Board of Directors

### Executive Committee

Naoko Dalla Valle, Chair  
Proprietor, Dalla Valle Vineyards

Will Phelps, Vice Chair  
Real Estate Investor

Rick Jones, Treasurer  
Proprietor, Jones Family Wines

Suzanne Besú Truchard, Secretary  
Attorney & Real Estate Broker

### Directors

Steve Fink  
Principal, Malibu Ventures

Sarah Hansen  
Proprietor, The Model Bakery

Darioush Khaledi  
Proprietor, Darioush Winery

Dan Lynch  
Retired Tech Executive

Carlton McCoy  
Managing Partner,  
Lawrence Family Estates

Peter McCrea  
Retired Vintner

Frank Naeymi-Rad  
Healthcare Technology Entrepreneur

Pete Richmond  
President, Silverado Farming Company

Claire Stull  
Philanthropist

Barry Waitte  
Proprietor, Tamber Bey Vineyards

Todd Zapolski  
Principal, Zapolski Real Estate

Alicia Hardy  
Ex-Officio Member

# Sponsorship Opportunities

\$50,000

## Presenting Sponsor

### Marketing and promotion include:

- “Presented by” tag and logo on all Vida OLE promotion, including print, digital, and radio advertisements, direct mail, website, email blasts, social media
- Prominent recognition on all signage at all Vida OLE events including auction stage
- Full-page ad, front or back inside cover, in Vida OLE Auction catalog, print and digital
- Banner ad (top of page) on the Via OLE event website linked to sponsor’s website
- Opportunity for :30 commercial to run onscreen at Vida OLE Auction & Dinner
- Dedicated recognition on social media channels
- Co-branded OLE Health “Event Thank You” email blast reaching 20,000+ contacts consisting of premier Napa Valley winery owners and professionals
- On-site activation opportunities

### Hospitality includes:

- Invitation for a sponsor principal and guest to attend the Visionaries Luncheon, Thursday, June 27, 2024
- Six seats at a designated Vintner Dinner, Friday, June 28, 2024
- Table of 10 with prime placement at Vida OLE Auction & Dinner, Saturday, June 29, 2024
- Two seats at Dinner with the Docs, October 2024

\$25,000

## Major Sponsor

### Marketing and promotion include:

- Opportunity to name a key element of the event: reception, auction, dinner, and entertainment
- Logo on all Vida OLE promotion, including print, digital, and radio advertisements, direct mail, website, email blasts, social media
- Prominent recognition on all signage at all Vida OLE events including auction stage
- Full-page ad, prominent placement, in Vida OLE Auction catalog, print and digital
- Banner ad (bottom of page) on the Vida OLE event website linked to sponsor’s website
- On-site activation opportunities
- Dedicated recognition on social media channels

### Hospitality includes:

- Invitation for a sponsor principal and guest to attend the Visionaries Luncheon, June 27, 2024
- Four seats at a designated Vintner Dinner, Friday, June 28, 2024
- Six tickets to the Vida OLE Auction & Dinner, Saturday, June 29, 2024
- Two seats at Dinner with the Docs, October 2024



\$10,000

## Supporting Sponsor

### Marketing and promotion include:

- Logo on all media, print, and digital marketing materials for Vida OLE
- Logo on event signage at Vida OLE Auction & Dinner
- Full-page ad in 2024 Vida OLE Auction catalog, print and digital
- Dedicated recognition on social media channels
- Banner ad on one pre-event promotional email

### Hospitality includes:

- Two seats at a designated Vintner Dinner, Friday June 28, 2024
- Four tickets to Vida OLE Auction & Dinner, Saturday, June 29, 2024

\$5,000

## Participating Sponsor

### Marketing and promotion include:

- Logo on all media, print, and digital marketing materials for Vida OLE
- Logo on event signage at Vida OLE Auction & Dinner
- Recognition on social media channels

### Hospitality includes:

- Four tickets to Vida OLE Auction & Dinner, Saturday, June 29, 2024



## In Kind Opportunities

### **Auction Lot**

The Vida OLE auction consists of a curated collection of 15 live lots that are designed to appeal to the most discerning of travelers, wine collectors and sporting enthusiasts. With typically only one lot per vertical, the Vida OLE auction is an excellent opportunity to connect your brand with your ideal customer, while supporting a very worthwhile cause.

### **Event Host**

Welcome Vida OLE guests to your winery, resort or private estate for a hosted intimate afternoon or evening. Event hosting opportunities range from the *invitation-only* Visionaries Luncheon for 50 to the ultra-exclusive Vintner Dinners for 20. All hosted events help offset expenses to ensure that monies raised go directly to OLE Health services and programs.

### **Wine & Spirits**

Make your wine or spirit brand the life of the party by featuring it at a Vida OLE event. Production donations vary by size of event and creative activations are always welcomed.

### **Gifting**

Put your brand in the hands of Vida OLE guests with an exclusive opportunity to provide a gift at one — or multiple — of the weekend's events.

**Marketing and hospitality benefits to be designed commensurate with level of support.**



# Vida OLE!

## Vida OLE Highlights

### PREVIOUS SPONSORS



# Vida OLE!

## Auction Lot Highlights

VIEW PREVIOUS AUCTION CATALOGS

2022

2023



Italy's Grand Palio Tradition



Serving Up Aces with Darioush



Loco Tequila: Experience Mexico City's Exceptional Spirit



Rip Wheeler's Bourbon & Bonfire



Ladies Luncheon with The Fifth Avenue Club by Saks Fifth Avenue at Stanly Ranch / Gentlemen's Dinner at Wing & Barrel Ranch



For more information, contact **Brenda Pedroza**, Director of Philanthropy, 707.603.7114, [bpedroza@olehealth.org](mailto:bpedroza@olehealth.org)