

Partnership Opportunities

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



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

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 Highlights

PREVIOUS SPONSORS

















GRAFF





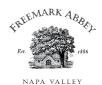




























Auction Lot Highlights

VIEW PREVIOUS AUCTION CATALOGS









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