



## *Kentucky Bluegrass Wine Auction & Derby Gala*

Dear Vintners,

Greetings from the Lexington Cancer Foundation! Excitement is building for the Kentucky Bluegrass Wine Auction & Derby Gala, which will be held **Thursday, May 3, 2012**, during the most exciting time of the year in Kentucky – Derby week! Your generous participation in the past has helped the Foundation raise over 7 million dollars in six short years for cancer research, education and patient care.

The 2012 event will again be held in the heart of the Bluegrass, Lexington, Kentucky. Our 2011 event was a tremendous success with over 400 guests in attendance, and well over 100 patrons on the waiting list to attend.

The Foundation would like to thank Michael Polenske for his dedication as our 2011 Vintner Chair. We are pleased to announce that Janice and Marc Mondavi of Charles Krug will be our 2012 Vintner Chairs. We are grateful to all of you that have participated with our Auction in the past and hope you will consider joining us again in 2012! If you have not participated with us in the past for this unique event, please consider adding us to your calendar this year. There are many wonderful reasons to participate in our growing Auction:

- Over 7 million dollars raised for cancer in six short years, with 300 guests in attendance each year
- 100 percent of the Auction proceeds go to cancer research, education, and patient care
- Auction patrons are high net worth individuals with an interest in wine, who reside all over the United States and internationally
- Opportunity to increase clientele and sales
- Access to Auction patron mailing and email list
- 55 Degrees is donating the storage of wine for your Auction, making it easy to get your wine to Kentucky
- Participants will have exclusive opportunities to access behind the scenes horse farm tours, and more!

The Foundation has an exciting week planned with a variety of opportunities for participation:

# *Kentucky Bluegrass Wine Auction & Derby Gala*

- Private Vintner Dinners in Exclusive Lexington, Kentucky Homes  
– *Wednesday, May 2*
- Kentucky Bluegrass Wine Auction at Keeneland Racecourse, Lexington, Kentucky  
– *Thursday, May 3*
- Private Vintner and Auction Sponsor Dinner at the Iroquois Hunt Club,  
Lexington, Kentucky – *Friday, May 4*
- The Kentucky Derby at Churchill Downs, Louisville, Kentucky – *Saturday, May 5*

The Foundation greatly appreciates your interest and hopes that you will join in our mission to raise funds in the fight against cancer. Kentucky is truly a unique place to visit, especially during the week of the Kentucky Derby. We hope that you will join us for some southern hospitality and participate in our 2012 event!

Warm Regards,

Kristi Martin  
Executive Director  
The Lexington Cancer  
Foundation, Inc.

Janice and Marc Mondavi  
2012 Vintner Chairs  
Proprietors, Charles Krug



## THE LEXINGTON CANCER FOUNDATION, INC.

*Fundraising for cancer research, education and care*

For more information about the Kentucky Bluegrass Wine Auction, go to [www.lexingtonfoundation.org](http://www.lexingtonfoundation.org) or call **888.388.2620**.



THE LEXINGTON  
CANCER FOUNDATION, INC.  
*Fundraising for cancer research, education and care*

## 2012 Kentucky Bluegrass Wine Auction & Derby Gala

**Vintner Donation Reply Form** • Thursday, May 3, 2012 • Lexington, Kentucky  
Form due by February 1, 2012

Winery Name (as you would like it listed in our materials)

Additional Winery Name (you may list up to two establishments for listing in invitation, program, signage, etc.)

Primary Contact

Telephone Number

Street Address

City

State

Zip Code

Fax Number

Email (please print clearly)

Yes, we will attend the Auction     We will not attend, but will donate to the Auction

Who will be attending? \_\_\_\_\_

Please supply us with digital images of your bottles, labels, or winery (300 dpi resolution) by **March 1, 2012**.  
Please email them to [info@lexingtonfoundation.org](mailto:info@lexingtonfoundation.org).

### Shipping

Please indicate below how you will ship your wines to the Auction. 55 Degrees is the easiest and most efficient way to transport your wine to our auction and at no cost to you. 55 Degrees is graciously donating the proper storage of your wines before it is shipped to Kentucky.

Please make sure wines that need to be chilled are boxed and shipped separately from those that do not. This is very important! **Please send donations to one of the following no later than March 12, 2012.**

55 Degrees  
Fulton Lane Warehouse  
St. Helena, California 94574  
Call Neil Aldoroty to schedule delivery:  
(707) 963-5513, ext.103  
*(Please use the attached form and place two copies  
on each box you deliver to 55 Degrees. Make sure your  
wine is packed in a shipping container.)*

I will ship through my Kentucky distributor.  
Please list distributor here:  
\_\_\_\_\_

The Lexington Cancer Foundation, Inc.  
1504 College Way  
Lexington, Ky 40502

# 2012 Kentucky Bluegrass Wine Auction & Derby Gala

## Donation Levels

### Private Vintner Dinners in Exclusive Lexington homes (Four dinners are still available, Wednesday, May 2)

Participating vintners will attend a private dinner for 20 in an exclusive Lexington home. One vintner, possibly two based on availability, will be featured at each location, pouring their wines for hors d'oeuvres and dinner. Vintners must be available to attend the dinner. Guests attending the dinners are top donors and sponsors of the Foundation.  
*Recommended Quantities: 4-5 btls (750 ml) per varietal*

Yes, I will participate

Quantity	Name of Wine	Vintage	Retail Value

### Trade Tasting (Morning of May 3, approximately 150-200 attendees)

Participating vintners will have the opportunity to pour to regional retailers, restaurateurs, collectors and more.  
*Recommended Quantities: 3-4 btls per varietal*

Yes, I will participate

Quantity	Name of Wine	Vintage	Retail Value

### Wines for Pouring/Cocktail Hour at the Kentucky Bluegrass Wine Auction (Thursday, May 3; 400 guests)

- Wine to be poured at a station during cocktail hour with one representative in attendance
- Wine to be poured during cocktail hour without a representative

*Recommended Quantities: 4 btls per varietal*

Quantity	Name of Wine	Vintage	Retail Value

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# 2012 Kentucky Bluegrass Wine Auction & Derby Gala

## Wines for Auction Dinner at the Kentucky Bluegrass Wine Auction (Thursday, May 5; 400 guests)

**Table Host** - Wine to be poured at a table of ten for dinner with one winery representative as table host

Wine to be poured for dinner without a representative present

*Recommended Quantities: 4 btls per varietal per table of ten)*

Quantity	Name of Wine	Vintage	Retail Value

## Auction Donation

Please attach any additional information that helps describe your wine. If your donation includes items other than wine (tours, luncheons, dinners, etc.), please attach pertinent information and email digital images (300 dpi) to [info@lexingtonfoundation.org](mailto:info@lexingtonfoundation.org). **For a donation to be included as an individual live auction item the value must be greater than \$10,000. If a donation is made of a lesser value, it is subject to be paired with another donation or to be included in the silent auction.**

- 1 large format bottle to be paired with a live auction lot
- Vertical to be paired with a live auction lot
- Private tour and tasting of vineyard with a large format bottle or vertical
- Private tour, tasting with lunch and a large format bottle or vertical
- Private tour, tasting with dinner and a large format bottle or vertical
- Private vineyard stay

Quantity	Name of Wine	Vintage	Retail Value

**Package Donation:** Please describe your donation; attach additional information, if necessary

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**Other Donation:** Please describe your donation; attach additional information, if necessary

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## Private Vintner and Sponsor Dinner - Location to be determined (Friday, May 4; 100 guests)

Provide wine to be poured for hors d'oeuvres and a table for eight. Guests attending the dinners are top donors and sponsors of the Foundation.

*Recommended Quantities: 3 btls per varietal per table of eight)*

Yes, I will participate

Quantity	Name of Wine	Vintage	Retail Value

# 2012 Vintner Derby Experience Package

## 2012 Kentucky Derby – Saturday, May 5, 2012

\$2500 for single occupancy, \$4000 for double occupancy

\$239 per day if you are not attending the Kentucky Derby

\$625 per day if you are attending the Kentucky Derby

Includes lodging, transportation, and Derby tickets (if you are attending the Derby only)

6 box seats near the finish line are available on a 'first come, first served basis',

2 seats per winery, see requirements below.

### Requirements

Eligible vintners must attend the Kentucky Bluegrass Wine Auction and participate in the pouring during cocktail hour and as a table host for the auction dinner.

### Includes

- Four nights at the Hilton Lexington ([www.lexingtondowntownhotel.com](http://www.lexingtondowntownhotel.com)) in Lexington, Kentucky (May 2, 2012 through May 5, 2012; price will be adjusted for those not staying four nights)
- Roundtrip transportation and refreshments on a bus to the Kentucky Derby in Louisville, Kentucky, hosted by the Lexington Cancer Foundation board members (Saturday, May 5, 2012; price will be adjusted for those not attending the Derby)
- One box seat near the finish line at The Kentucky Derby at Churchill Downs in Lexington, Kentucky (impossible to get!)
- Recognition on the Lexington Cancer Foundation website
- Full page four-color ad in the Kentucky Bluegrass Wine Auction Catalogue
- Access to the Lexington Cancer Foundation's Kentucky Bluegrass Wine Auction mailing list, to be provided two weeks after the Auction also with available email addresses.

Yes, I will participate, number of tickets \_\_\_\_\_

## Donation Deadlines

**We request that this donation form be received back to the Foundation office no later than February 1, 2012** to ensure inclusion in our catalogue. Donation forms received after February 1, 2012 may be listed by addendum only. We want to make sure you are receiving the marketing and attention you deserve! We will confirm receipt of this form by email. If you have any questions, please call 888.388.2620. Please fax or mail a copy of this form to the Foundation office at 859.388.2622, or mail to:

Kentucky Bluegrass Wine Auction & Derby Gala  
The Lexington Cancer Foundation, Inc.  
1504 College Way  
Lexington, KY 40502



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