



THOMAS JEFFERSON'S *Poplar Forest*

Inaugural Spring Thomas Jefferson Wine Festival

April 5, 2025
11:00 am – 5:00 pm

About the Event

Thomas Jefferson's Poplar Forest introduces the first annual Spring Thomas Jefferson Wine Festival! Honoring Jefferson's dream to produce fine wine in Virginia, the festival will showcase wineries from across the Commonwealth. The festival will take place on Poplar Forest's south lawn allowing visitors to enjoy tastings from regional wineries, shop from local artisans, and cuisine from local vendors!

Wine travel is a fast-growing tourism trend in Virginia. The Commonwealth is ranked sixth in the nation for the number of wine producers being home to nearly 300 wineries and dozens of wine trails. Additionally, festivals linking wine and culinary appreciation in an authentic and nationally important historic setting have shown tremendous and continued growth since their inception, and the Thomas Jefferson Wine Festival is no exception. Marketing strategies for the Thomas Jefferson Wine Festival will target these audiences: culinary travelers, wine enthusiasts, history enthusiasts, and arts and culture travelers.

Marketing Opportunities

To ensure the success of our events, Poplar Forest works with Elevation Advertising (Richmond, VA) to employ the following promotional tactics:

- Press releases to regional and local media
- Advertisements placed in regional and local media—print, digital, and radio placements as appropriate
- Event pages featured on Poplar Forest's website
- Promotional event e-blasts and monthly e-newsletters sent to Friends of Poplar Forest (over 9,000 members)
- Promotional posters
- Calendar printed in Poplar Forest's bi-annual newsletter (circulation 3,000)
- Posted on www.virginia.org, the Commonwealth's tourism website, and other online calendars

About Poplar Forest

Designated a National Historic Landmark by the Secretary of the Interior, and nearly lost to development, Thomas Jefferson's Poplar Forest was rescued in 1984 by a group of local citizens who sought to preserve it. One of only two homes Jefferson designed and created for his own use, visitors are able to experience the award-winning rescue, archaeological exploration, and restoration of one of America's most important national landmarks.

Each year, Poplar Forest welcomes more than 23,000 visitors from all 50 states and more than 80 countries to learn about Thomas Jefferson, his passions and his ideals. We open to the public daily from mid-January through December 30 for docent-guided or self-guided tours. In addition to tours, we host a variety of educational and cultural programs and events for children and adults.

Poplar Forest was an important part of Jefferson's life: a private retreat, situated far from the public scrutiny and demands on his time. It was his most personal architectural creation and landscape where he could find rest and leisure, rekindle his creativity, and spend time with his grandchildren.

Sponsorship Contacts

Renée Rose Flowers, MEd, EMBA
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Annual Fund & Campaign Manager
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Inaugural Spring Thomas Jefferson Wine Festival Sponsorship Levels

Presenting Sponsor - \$10,000

- 10 VIP tickets provide access to a private tent on the wing of offices overlooking the south lawn including an exclusive audience with Mr. Jefferson, complimentary Poplar Forest wine glasses, exclusive tastings, hors d'oeuvres, a tour of Jefferson's personal retreat, and VIP parking
- Company logo or name recognition:
 - ~ Promotional Billboard
 - ~ Promotional posters and social media posts
 - ~ Event press releases, media alerts, and advertisements
 - ~ Premium onsite signage
 - ~ Event program
 - ~ Event webpage with a hyperlink
 - ~ *Notes on the State of Poplar Forest* newsletter

Platinum Level Sponsor - \$5,000

- 8 VIP tickets provide access to a private tent on the wing of offices overlooking the south lawn including an exclusive audience with Mr. Jefferson, complimentary Poplar Forest wine glasses, exclusive tastings, hors d'oeuvres, a tour of Jefferson's personal retreat, and VIP parking
- Company logo or name recognition:
 - ~ Promotional posters and social media posts
 - ~ Event press releases, media alerts, and advertisements
 - ~ Premium onsite signage
 - ~ Event program
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Gold Level Sponsor - \$2,500

- 4 VIP tickets provide access to a private tent on the wing of offices overlooking the south lawn including an exclusive audience with Mr. Jefferson, complimentary Poplar Forest wine glasses, exclusive tastings, hors d'oeuvres, a tour of Jefferson's personal retreat, and VIP parking
- Company logo or name recognition:
 - ~ Promotional posters and social media posts
 - ~ Event press releases, media alerts, and advertisements
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Silver Level Sponsor - \$1,000

- 2 VIP tickets provide access to a private tent on the wing of offices overlooking the south lawn including an exclusive audience with Mr. Jefferson, complimentary Poplar Forest wine glasses, exclusive tastings, hors d'oeuvres, a tour of Jefferson's personal retreat, and VIP parking
- Company logo or name recognition:
 - ~ Event press releases, media alerts, and advertisements
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Bronze Level Sponsor - \$500

- 2 General Admission tickets including complimentary Poplar Forest wine glasses
- Company logo or name recognition:
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Partnership Levels

- \$10,000 Presenting Level Sponsor
- \$ 5,000 Platinum Level Sponsor
- \$ 2,500 Gold Level Sponsor
- \$ 1,000 Silver Level Sponsor
- \$ 500 Bronze Level Sponsor

Contact Information:

Name _____

Organization _____

Address _____

City, State Zip _____

Phone _____ Fax _____ Email _____

Website _____

Indicate how you would like to be recognized on our contributors list:

Payment Instructions:

Poplar Forest Federal EIN # 54-1258296

Pay by Check: Payable to The Corporation for Jefferson's Poplar Forest

Pay by Credit Card:

Credit Card # _____ Expiration date ____/____ CVV_____

Amount _____ Name of cardholder _____

Signature _____ Date _____

Please return the completed form and gift by March 3, 2025

Renée Rose Flowers
Thomas Jefferson's Poplar Forest
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Phone: 434-534-8129
renee@poplarforest.org

All sponsorship donations are tax-deductible, less the value of goods received in return (i.e. tickets to the event). Any underwriting not needed to cover event expenses will be applied by the Corporation for Jefferson's Poplar Forest towards general program support.