





INTRODUCTION TO JAMESON HUMANE

Monica and David Stevens founded Jameson Humane in 2014 to improve animal welfare through global collaboration and education for the benefit of all life in the name and spirit of their beloved rescued dog, Jameson. Jameson Humane is an impact-driven nonprofit organization that collaborates and educates to inspire change in animal welfare, not only in local communities, but around the world.

Jameson Humane provides:

- **Mobile Veterinary Unit Program** includes no-cost and low-cost spay/neuter, vaccines, and microchips.
- **Community Wellness Clinics** provides health exams, vaccines, and microchips for low income, senior citizens, unhoused communities, and more.
- **Disaster Response Program** provides emergency supplies and attention during post and long-term disaster needs to keep animals safe and healthy.
- **Community Animal Assistance Program (CAAP)** ensures animals and humans are able to stay together through subsidized medical care, food, behavioral training, temporary housing, and support for survivors fleeing domestic violence with their beloved animals.
- **Helpline 7-day per week Nationwide Program** assists those in need of assistance by email.
- **Senior Citizen Pet Wellness Program** maintains the activity and health care needs for companion animals of senior citizens.
- **Community Pet Pantry & Mobile Delivery Program** providing pet supplies and delivering free pet food to 10 designated resource centers for those who lack transportation throughout Napa County.

JAMESON HUMANE'S 12TH ANNUAL WINEAPAWLOOZA!

WineaPAWlooza is Jameson Humane's largest annual fundraiser and is consistently ranked by Wine Spectator as one of the top 10 wine auctions in the nation. Since 2014, the celebrated auction weekend has raised nearly \$11 million in support of animal welfare.



“Star winemakers and celebrity guests came together for Wineapawlooza’s charity wine auction, raising more than \$2.2 million for Napa’s Jameson Humane.”

Wine Spectator, 2022

WINEAPAWLOOZA WEEKEND



Join us on June 20 & 21, 2025, for an exclusive two-day event celebrating world-class wines, live music, and an acclaimed Wine Spectator Top 10 Wine Auction – all in support of Jameson Humane.

This prestigious gathering brings together 50 of the nation's top vintners and winemakers, along with 150 high-net-worth wine collectors and enthusiasts from across the country, making it a prime opportunity for brand exposure and engagement.

Steering Committee

Vanessa Conlin MW
Jenny Khachaturian
Monica Stevens
Co-Chairs

Fritz Hatton
Auctioneer

Heidi Bevan
Joyce Bone
Alison Boyer
Kelly Brophy
Adriana Chinsky
Robert Emery
Ilyse Filowitz
Dean Gray
Nick Gajewski
Jennifer Lombard
Tina Miller
Michele Mitchell
Robin Nielsen
Joann Serafini
Scotti Stark

Friday, June 20th

Kickoff/Welcome Party for Wineapawlooza Guests

This magical evening kicks off the 12th Annual Wineapawlooza weekend of magic as we welcome our gracious benefactors and special guests to an exclusive gathering under the stars, where you can experience unique wine, food, and music at a beautiful, private estate in Napa Valley...all in the name of helping animals live the best lives they can.

Saturday, June 21st

Grand Tasting & Auction

The main event begins with an extraordinary Grand Tasting where guests will rub elbows with over 50 highly sought-after top vintners and winemakers, offering an unparalleled and cult wines.

Followed by a family-style dinner--a true celebration of Napa Valley's finest. As the evening continues, get ready for the acclaimed Wine Spectator Top 10 Wine Auction, showcasing never-before-seen wine lots and once-in-a-lifetime experiences. Bid on one-of-a-kind offerings, all while supporting Jameson Humane and their vital animal welfare initiatives.

The fun doesn't stop there! Enjoy a special concert that will have you ready to then kick off your shoes for some dancing!





WINEAPAWLOOZA SPONSORSHIP OPPORTUNITIES

As a sponsor, you will gain access to an exclusive platform where your brand will be prominently featured throughout the event and across multiple media touchpoints. With a sophisticated audience of wine connoisseurs and collectors, WineaPAWlooza offers a rare chance to engage with affluent consumers who value luxury, quality, and social impact. Sponsorship is seen by 300+ WineaPAWlooza bidders with a net worth of \$1M - \$10M, as well as by media from top-tier publications nationwide.

\$50,000 WINEAPAWLOOZA PRESENTING SPONSOR

- An exclusive opportunity for full event naming rights with the 12th Annual WineaPAWlooza
- Special placement of your company's full-color, full-page ad inside of the PAW '25 Auction Catalog
- Sponsorship recognized in regional and national printed materials promoting PAW '25
- Photo gallery of your participation in PAW '25 post-event for you and your guests to enjoy
- Prominent placement in all communications for PAW '25
- Inclusion in the WineaPAWlooza press release recognizing your sponsorship.
- Year-round recognition on all Jameson Humane e-mail blasts, announcements, and website

Prominent Logo Placement:

- WineaPAWlooza step-and-repeat photo capture and dedicated event signage
- Dedicated event signage displayed in front of over 300 wine connoisseurs
- Sponsors' page on the PAW '25 website through 2025
- A sponsorship announcement on the PAW '25 top rotating photo gallery banner on the website
- E-auction bidding site
- PAW '25 Auction Catalog, inside and on bidding page back cover

Hospitality:

- Champagne welcome by Jameson's Founder, Board Members, and the concierge team
- Eight reserved tickets, Friday, June 20th
- A reserved table of ten for Saturday's June 21st event; includes two personal vintners with their wines to enjoy seated at your reserved table
- Personal meet and greet opportunity with prominent guests

\$25,000 WINEAPAWLOOZA EVENT SPONSOR

- Special placement of your company's full-color, half-page ad inside the PAW '25 Auction Catalog
- Inclusion in the WineaPAWlooza press release recognizing your sponsorship
- Photo gallery of your participation in PAW '25 post-event for you and your guests to enjoy
- Prominent placement in all communications for PAW '25

Logo Placement:

- WineaPAWlooza step-and-repeat photo capture and dedicated event signage
- Dedicated event signage to include your company logo displayed in front of over 300 wine connoisseurs
- Sponsors' page on the PAW '25 website through 2025
- A sponsorship announcement on the PAW '25 top rotating photo gallery banner on the website
- E-auction bidding site
- Special placement of your company's full-color, half-page ad inside the PAW '25 Auction Catalog

Hospitality:

- Champagne welcome by Jameson's Founder, Board Members, and the concierge team
- Four tickets for Friday's VIP Event at private estate
- Reserved seats for Saturday's Event, seated with pre-eminent vintners
- Persona meet and greet opportunity to share your information at the Sponsorship Corner

WINEAPAWLOOZA SPONSORSHIP OPPORTUNITIES

\$10,000 WINEAPAWLOOZA PAW SPONSOR

- Sponsorship recognized in regional and national printed materials promoting PAW '25
- A full-color, quarter-page ad placement inside the PAW '25 Auction Catalog
- Inclusion in the WineaPAWlooza press release recognizing your sponsorship

Logo Placement:

- A one-time sponsorship announcement on the PAW '25 top rotating photo gallery banner on the website
- Sponsors' page on the PAW '25 website through 2025
- Your company logo in the PAW '25 Auction Catalog

Hospitality:

- Champagne welcome by the concierge team
- Two tickets to attend both Friday and Saturday events
- Sponsorship Corner to display your business information and engage directly with guests

\$5,000 WINEAPAWLOOZA COMMUNITY SPONSOR

Logo Placement

- A one-time sponsorship announcement with your company logo on the PAW '25 top rotating photo gallery banner on the website
- Your company logo included in the sponsors' page on the PAW '25 website through 2025
- Inclusion in the WineaPAWlooza press release recognizing your sponsorship
- Your company logo in the PAW '25 Auction Catalog

Hospitality

- Welcome by the concierge team

WINEAPAWLOOZA BIDDERS

Income Level

\$250,000 – \$2,000,000+

Average Age

45-60 years

Average Net Worth

\$1MM - \$10MM

JAMESON HUMANE AUDIENCE

Social Media

Facebook: 23,400+

Instagram: 17,100+

Webpage Performance

89,000+ views

31,000+ visitors

Jameson Database

10,000+ members

“Our lots become more and more impressive and our vintners more and more generous. What brings me the most joy is the belief and trust that our vintners, donors, and community have in our mission and the support they’re willing to give.”

Monica Stevens Founder, Jameson Humane

PAST WINEAPAWLOOZA SUPPORT

PAST VINTNERS

There exists in wine country a profound affection between humans and their beloved four-legged children. We thank our dear vintner and winemaker friends have supported Jameson Humane throughout the years by offering their wines during our Saturday night Grand Tasting. Their wine labels represent some of the most sought after, hand-crafted wines in the world...and you get to taste them all!

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|-----------------------------|-------------------------|-------------------------------|-------------------------|
| Accendo | Fait-Main | Mad Fritz Brewery | Robert Foley Vineyards |
| Adversity Cellars | Fe Wines | Marciano Estate | Roy Piper |
| Alejandro Bulgheroni Estate | Gamble Family Vineyards | Marston Family Vineyards | Shibumi Knoll |
| Antix Wine | Gandona | Melka Estates & Winery | Silver Oak Cellars |
| Anomaly Vineyards | Graham + Stella | Memento Mori | Sire Spottswoode |
| Aperture Cellars | Greer | Myriad | Staglin Family Vineyard |
| Arietta | Hamel Family Wines | Namo | Switchback Ridge |
| Arkenstone | Harlan/The Mascot | Neiman Cellars | Teeter Totter |
| Arrow & Branch | Harumph Hourglass | Nemerever | The Mascot |
| Azur | Hudson | NEOTEMPO | The Vineyardist |
| Behrens Family Winery | Immortal | Nine Suns | Theorem Vineyards |
| Bevan Cellars | Julian Fayard | Opus One | TOR Wines |
| Brand | K. Laz Wine Collection | Ovid | Tres Perlas |
| Brilliant Mistake Wines | Katnip | Patria | Trois Noix |
| Carter Cellars | Keever Vineyards | Paula Kornell Sparkling Wines | Venge Vineyards |
| Continuum | Keplinger Wines | Perfect Season | Vice Versa |
| Covert | Kerr Cellars | Perliss Estate Vineyards | Vine Hill Ranch |
| Dakota Shy | La Pelle | Plinth | Wren Hop Vineyards |
| Dana Estates | Lail Vineyards | Pott Wines | Zakin Family Est |
| David Arthur Vineyards | Larkin | Pulido-Walker | |
| Detert Family Vineyards | Lithology | Raen | |
| DOGFARM | Lorenza | Realm Cellars | |
| Drinkward Peschon | Lyrix | Relic | |
| Eisele Vineyard | Macauley Vineyard | Riise | |
| Fairchild Estate | | Riverain Vineyards | |

PAST SPONSORS & PARTNERS



- Bardesonno Hotel & Spa Beau
- Wine Tours
- Bright Rentals
- CPA Valet
- Charbay Distillery Connoisseur
- Wine Logistics
- DOGLi
- Encore Events

- Goatlandia Kitchen
- Grocery Outlet, North Napa
- Hotel Yountville
- imdgraphics
- Keith Productions
- Minuteman Press
- Napa Valley Features
- Nova Terra Kitchen & Creamery
- Ollie's Artisan Baking Co.
- Popyy Bank

- Peak Productions
- Platypus Wine Tours
- Portocork
- PROforma Wine Country
- Professional Bodyguard Association, Int'l Inc.
- Pure Water
- Ryder Truck Rental
- Trader Joes, Napa
- Napa Wealth Enhancement Group (Napa Valley)



WINEAPAWLOOZA IN THE PRESS

"Auctioneer Fritz Hatton led the spirited bidding for 20 unique lots from around wine country. The top lots were: ten cases of 2021 TOR Beckstoffer to Kalon Vineyard Cabernet, which went for \$200K – the highest winning bid on a single lot; a barrel of Bevan, \$160K, a PARTY with Million Dollar winemaker, Jesse Katz \$140k, a four-night stay in Augusta, a round of golf at Forest Hills and a TUSK wine dinner, \$100K; and a private tasting at RAEN Winery, Monarch Tractor tour, a tasting at Brandini winery in Italy, and a two-night stay at Brandini's Agriturismo, \$100k." (Jennifer Boden, KRON 4 News, July 2022)



"WineaPAWlooza is Jameson's key annual fund raiser, an event that has earned its place as one of the top 10 wine events in the country, according to Wine Spectator magazine. Since 2014, Wineapawlooza has raised nearly \$9M to support our mission, supplying the critical funds necessary for Jameson programs to improve the state of animal welfare and save animal lives." (Haute Living, August 3, 2021)

"WineaPAWlooza is Jameson's annual fundraiser, an event that has earned its place as one of the top ten wine events in the country according to Wine Spectator magazine. The money raised from this sought-after weekend supplies the critical fund necessary for Jameson's programs to improve the state of animal welfare and save animals' lives. (Venu Magazine, Issue 51, December, 2023)

"Jameson Humane does incredible work, and we're so honored to be part of this event every year.

Our connection as humans with animals and all living things is part of protecting and caring for the planet we live on, which is what we strive for with everything we do."

Carlo Mondavi, Winemaker, Co-Owner of RAEN Winery and Co-Founder of Monarch Tractor

Live Auctions Tallying \$1 Million or More

AUCTION	BENEFICIARY	LOCATION	LIVE BIDS
Naples Winter Festival	Naples Children & Education Foundation	Naples, Fla.	\$13,080,000
Auction Napa Valley	Local health and children's education nonprofits	St. Helena, Calif.	\$11,813,000
Sonoma County Wine Auction	Sonoma County education, health, environmental and arts services	Windsor, Calif.	\$3,055,000
Auction of Washington Wines	Seattle Children's Hospital and WSU wine science research	Woodinville, Wash.	\$2,456,780
Destin Charity Auction	Northwest Florida children's charities	Miramar Beach, Fla.	\$2,224,075
Rodeo Uncorked! Champion Wine Auction and Dinner	Houston Livestock Show and Rodeo	Houston	\$1,704,300
Classic Wines Auction	Children's and family charities	Portland, Ore.	\$1,663,583
Festival Napa Valley	Napa Valley Festival Association	St. Helena, Calif.	\$1,636,500
Emeril Lagasse Foundation's Carnivale du Vin	Emeril Lagasse Foundation	New Orleans	\$1,421,300
WineaPAWlooza	Jameson Animal Rescue Ranch	Oakville, Calif.	\$1,400,000
Southwest Florida Wine & Food Fest	Local charities for children's health and education	Bonita Springs, Fla.	\$1,376,000
Toast to Your Health	University of Rochester Heart & Vascular	Canandaigua, N.Y.	\$1,241,500
High Museum Atlanta Wine Auction	High Museum of Art	Atlanta	\$1,024,105
TOTAL			\$44,096,143

Wine Spectator tracks the results of charity wine auctions in the U.S. These auctions have multiple revenue streams, including ticket sales, sponsorships, silent auctions and live auctions, with the latter segment the sole event common to them all. Above are the self-reported totals for all live auctions that brought in \$1 million or more in 2019.

Wine Spectator
Wine Business
Wine Industry Network Adv.
Venu Magazine
Press Democrat
Napa Valley
Life Haute Living
EIN Presswire Sonoma
County Gazette



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