

BKCELLARS

URBAN WINERY & TASTING LOUNGE

2225 BARHAM DRIVE, SUITE D | ESCONDIDO, CA 92029

760/270-9851 (WINERY)

www.BKCellars.com

FUNDRAISING AT THE WINERY

While we appreciate requests for donations of wine to offsite fundraising events, as a small business, our goal is to also try to allow people to become familiar with the winery. Therefore, we prefer to host fundraising events at our winery. *However, we do make donations to events held off-site, so it doesn't hurt to ask!*

If you are interested in the convenience of using our facility, once per month on Monday, Tuesday, Wednesday, or Sunday evening, BK Cellars Urban Winery is committed to hosting private fundraising events and donating a substantial amount of the net income to non-profit charities.

Therefore, we have developed a mutually beneficial fundraising program which allows you to fundraise for your program while allowing us an opportunity to demonstrate our wines at our winery. Here's what we will do:

In exchange for the non-profit organization hosting a fundraising event at BK Cellars, placing a \$250.00 nominal deposit (refunded to your organization with the disbursement of its "cut") to reserve the event date and ensure we can cover the cost of labor on the day of the event, and paying a \$5.00 tasting fee for each age 21+ person in attendance on the day of the event, BK Cellars will:

- *Pour a seven 1.5 oz. wine tasting flight line-up for each age 21+ attendee (value \$15.00);*
- *Donate to the partnering non-profit organization thirty percent (30%) of net sales of glasses of wine, bottles, or merchandise bought during the event (defined as gross sales during the event less any sales tax and tips collected), **plus***
- *AND donate \$10 for each multiple of two bottles of wine purchased by attendees (called the "Two Bottle Purchase Bonus").*

In past fundraising events, typically the non-profit organization will charge more than the cost of the wine tasting (e.g. \$25 admission fee) as the principal way to profit from the event. Sometimes, they will promote the Two Bottle Purchase Bonus with a giveaway (e.g. T-shirt, gift bag) to induce the attendees to purchase bottles.

Here's an example of the results of a fundraising event at our winery:

Total net sales \$1133.00 x 30% = \$339.90
36 bottles sold = \$180.00 "Two Bottle Purchase Bonus"
Refund of Deposit = \$250.00

BK Cellars owed charity subtotal = \$769.90
Charity owed BK Cellars subtotal: 54 tickets x \$5.00/person tasting fee = \$270.00

Net result: BK Cellars paid charity \$499.90.

Charity charged \$30.00 admission fee for the event, kept all the admission fees, and received \$249.90 net from BK Cellars, which resulted in a \$1,370.10 net profit on the three hour event. Plus, they hosted had a silent auction also!

We don't think there's any offer like this anywhere else in San Diego County!

READY TO RESERVE YOUR FUNDRAISING EVENT?

Contact us at info@bkcellars.com

Please provide your organization's name with what or who the fundraiser will benefit, contact name, telephone number, e-mail address, and proposed dates. We'll get back to you quickly!

If you have questions about the facility or want to serve beer at the fundraiser, flip to the next page.



Conference Room



Lounge Area



Tasting Bar

SIZE OF FACILITY & SERVICES PROVIDED WITH THE USE OF THE FACILITY

The facility easily accommodates 80 standing persons for an intimate mixer style fundraising event.

The facility reservation comes with BK Cellars' staff to pour wine (and beer – see below) for the duration of your event. BK Cellars' staff will also assist with set-up and tear-down of winery-provided equipment such as tables and chairs. The winery has limited tables and chairs for use. There are seven (7) 2' x 6' folding tables and 28 folding chairs available, plus six (6) leather chairs in the conference room. The couches in the lounge area may also be used and moved around the tasting room floor.

The winery has a built-in audio-visual system, which may be used for presentations of almost any kind. The audio-visual systems available include an overhead projection screen and projector, DVD player, and surround sound system. Any Powerpoint-style presentation(s) will require you to bring a laptop computer with a HDMI-output in order to play the presentation(s) on our system.

OUTSIDE BEVERAGE POLICY

Event hosts may also bring in their own non-alcoholic beverages for consumption by guests (e.g. water, soda). **No** outside alcoholic beverages of any kind are allowed on the premises.

As the winery does not normally serve beer, beer service can be arranged by the winery in advance of any event. The following types of beer by the 12 oz. bottle are available at \$3.00 per bottle:

Stella Artois
Corona Light
Corona Extra
Stone Pale Ale
Stone IPA

Due to Alcoholic Beverage Control regulations, the winery is not permitted to serve any other kinds of alcoholic beverages at private functions other than beer and wine.

Alcoholic Beverage Control regulations states **no** outside alcoholic beverages of any kind are allowed on the premises. Because violation of this law may jeopardize our ABC license, BK Cellars reserves the right to terminate the event with no refunds to the organizers in the event this rule is breached by any of its attendees.

PROHIBITED OBJECTS / ITEMS

The winery will not allow loose glitter or confetti to be thrown or placed onto the winery premises. Candles may be used provided they are enshrouded into glass vases such that the flames are contained within the glass vases.