



# Spring Thomas Jefferson Wine Festival

April 4, 2026

11:00 am – 5:00 pm

## **About the Thomas Jefferson Wine Festival**

Eat, drink, shop and explore a gem of American history when the Thomas Jefferson Wine Festival returns to Mr. Jefferson's south lawn. Join Poplar Forest in celebrating Jefferson's legacy as the father of Virginia wine with tastings from multiple regional wineries. Enjoy live performances by local musicians, graze on foods by local vendors and shop the artisan market for one-of-a-kind finds. Tour the president's private retreat at a reduced rate throughout the day.

## **Audience**

The popularity of the Thomas Jefferson Wine Festival is growing. Launched in 2009, the event attracts approximately between 1,500 and 1,800 people annually. According to the Virginia Tourism Corporation, wine travel is a fast-growing tourism trend for Virginia. The state is home to nearly 300 wineries and is sixth in the nation for number of wine producers. 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
- ✿ Events 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](http://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, Director of Development  
434.534.8129  
[renee@poplarforest.org](mailto:renee@poplarforest.org)

Laura Murphy, Annual Fund & Campaign Manager  
434.534.8116  
[laura@poplarforest.org](mailto:laura@poplarforest.org)



### **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 in:
  - 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 in:
  - Promotional posters and social media posts
  - Event press releases, media alerts, and advertisements
  - Premium onsite signage
  - Event program
  - Event webpage with a hyperlink
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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 in:
  - Promotional posters and social media posts
  - Event press releases, media alerts, and advertisements
  - Onsite signage
  - Event program
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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 in:
  - Event press releases, media alerts, and advertisements
  - Onsite signage
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### **Bronze Level Sponsor - \$500**

- ☼ 2 General Admission tickets including complimentary Poplar Forest wine glasses
- ☼ Company logo or name recognition in:
  - Event press releases, media alerts, and advertisements
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### **Partnership Levels**

- ☐ \$10,000 Presenting 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 \_\_\_\_\_ How \_\_\_\_\_

would you like you or your company name to appear?

### **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 completed form and gift by March 2, 2026**

Renée Rose Flowers

Thomas Jefferson's Poplar Forest

PO Box 419, Forest, VA 24551

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.*