



 Philbrook
Wine
Experience

Sponsorship Guide

Named the “Best Wine Festival” in the country

by *USA Today*, our beloved biennial fundraising weekend features more than 50 internationally renowned vintners, regional restaurants, and an awe-inspiring auction to benefit Oklahoma’s cultural crown jewel, Philbrook. Since the inception of Philbrook Wine Experience in 1992, you—our vintners, patrons, and sponsors—have raised over \$27 million to benefit the families and children of Tulsa through programming at Philbrook Museum of Art. And this year we’re making our Wine Experience even better, expanding its offerings with a series of events over two years.

Philbrook Museum of Art is committed to being Tulsa’s most welcoming and engaging cultural institution, providing a unique trifecta of experiences: a historic home, world class art museum, 25 acres of gardens. Through bold action, strategic investment, and creative fundraising, we create a space for new ideas, diverse stories and perspectives, and social connection. The Philbrook Collection features more than 16,000 objects with a focus on American, Native American, and European art. Serving over 160,000 visitors annually, Philbrook shines a light on Tulsa’s storied and complex past while building a diverse and creative vision of the city’s future.



Introducing Philbrook Wine Club

Sponsors and Patrons have access to exclusive events throughout the year with the Philbrook Wine Club!

Exclusive Wine Access: Our Wine Club Insiders will enjoy EXCLUSIVE direct to-consumer purchasing opportunities with a percentage of the proceeds supporting Philbrook. Each quarter we will announce a new winery partnership. Offering access to limited, discounted, or private wines, along with special opportunities with local retailers throughout the year!

Priority Access: Wine Club Insiders will receive early access to limited-ticket events such as dinners, tastings, classes, and other Philbrook wine events.

Wine Tastings 2x a year: Complimentary for Wine Club Insiders, with public tickets available for purchase. This will be a fun way to sample wine and mingle with other wine lovers.

Wine Classes 2x a year: Wine Club Insiders will be invited to free classes, covering topics such as wine and food pairings, regional focuses, grape varieties, climate change, and more.

Blended Wine Club Dinners & Brunches: Club Insiders will receive priority access to purchase tickets before they become available to the public. These events will be thoughtfully crafted wine dinners and brunches highlighting the relationship between wine and art.

Informative Emails: Wine Club Insiders will stay updated on all wine events at Philbrook through quarterly emails. These emails will also include dinners and educational events held at some of Tulsa’s best restaurants, the featured winery for the quarter with an exclusive purchasing link, and local partner retail promotions.

Contact

Please reach out to
Christina Winkle at
cwinkle@philbrook.org
or 918-748-5322.
philbrook.org/wine



“I could not have enjoyed myself more or been more impressed ... I am thrilled to have taken part and to consider myself a Philbrook supporter.”

Eric Asimov, New York Times
Wine Critic, 2024 Philbrook Wine
Experience Presenter

Save the Dates!

Philbrook Wine Club: Blended Dinner

Thursday, January 23, 2025

Philbrook Wine Club: Vines and Valentines Tasting

Friday, February 14, 2025

Philbrook Wine Club: Sip into Spring Wine Class

Friday, March 14, 2025

Reserve Dinner 2025

Wednesday, April 23, 2025

Wine Walk 2025

Thursday, April 24, 2025

Wine and Hip Hop 2025

Friday, April 25, 2025

All Star Wine Dinner 2025

SOLD OUT Thursday, May 1, 2025

Blended Dinner 2025

June 2025

Summer Palette Wine Tasting

Friday, August 15, 2025

Sip & Study Wine Class

Friday, October 10, 2025

Harvest Dinner 2025

Sunday, October 19, 2025

Premier Cru Draft Party

February 2026

Patron Party and Auction Preview

Sunday, April 14, 2026

Wine Walk 2026

Thursday, April 23, 2026

Grand Wine Tasting 2026

Friday, April 24, 2026

Vintner Dinner and Auction 2026

Saturday, April 25, 2026

Philbrook Wine Experience Weekend

Contact

Please reach out to
Kayla Costner Morris,
Director of Development,
at kmorris@philbrook.org
or 918-748-5382.
philbrook.org/wine





WINE EXPERIENCE WEEKEND 2026

THURSDAY,
APRIL 23

FRIDAY,
APRIL 24

SATURDAY,
APRIL 25

Wine Walk

Drinking good in the neighborhood! Meet winemakers. Enjoy delicious wine. Stroll through the private homes of Philbrook's neighbors. Tickets \$250. Sponsorships available starting at \$15,000.

Grand Wine Tasting

Over 50 renowned vintners and 25 regional restaurants come together to create an unparalleled wine tasting experience. Tickets start at \$170. Sponsorships available starting at \$1,500.

Vintner Dinner & Auction

Winner, winner, really, really expensive dinner! Dine with winemakers and fellow connoisseurs during one of the most entertaining live auctions in Oklahoma.



With every visit to Philbrook, guests experience the world through art, from Ancient Egypt to the Italian Renaissance, the French Riviera to mid-century America. Through Philbrook Wine Experience, those travels become real. Almost all auction packages are generously donated by our participating vintners making this one of the most unique and adventurous charity wine auctions in the nation. Get your friends together and get ready to bid on these one-of-a-kind lots—from romantic getaway packages for 2 to group trips and dinners for up to 12 people, there's something for everyone!



SAVE
THE
DATES!



Contact
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Director of Development,
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Patron Packages

“I was captivated by the energy in the room and the enthusiasm of Philbrook supporters. My wife Jill and I felt it was important to lend our support to this magical cultural institution.”

Steve Matthiasson,
Matthiasson Family Vineyards

| | Premier Cru \$40,000 | First Crush \$30,000 | Jeroboam \$15,000 | Magnum Double \$7,500 |
|--|-------------------------|-------------------------|----------------------|--------------------------|
| 1st Selection of Winemaker/Winery Seated at Your Table | ● | | | |
| Premier Table Placement in Tent | ● | | | |
| Invitation to Draft Party | ● | | | |
| Seats at Vintner Dinner & Auction | 8 seats (full table) | 8 seats (full table) | 4 seats | 2 seats |
| VIP Tickets to Grand Wine Tasting & VIP Lounge | 8 | 8 | 4 | 2 |
| Tickets to Wine Walk | 8 | 8 | 4 | 2 |
| Tickets to Patron Preview Party | 8 | 8 | 4 | 2 |
| Invitations to Private Wine Events | ● | ● | ● | ● |
| Recognition in Philbrook Wine Experience Collateral | ● | ● | ● | ● |
| 2 Year Membership in Philbrook Wine Club | ● | ● | ● | ● |
| Recognition in Phillips Society for Two Years | ● | ● | | |
| Discount on Facility Rentals and Memberships* | 20% | 20% | 10% | |

*Value of discount capped at \$5,000, good for one year from pledge date

Corporate Sponsorship Packages

PREMIUM SPONSORSHIPS

Presenting Sponsor, \$85,000

- Naming: Philbrook Wine Experience presented by [name]
- Extensive on-site recognition at all weekend events, including:
 - Patron Party
 - Wine Walk
 - Friday Wine Seminars
 - Trade Tasting
 - Vintner Reception
 - Grand Wine Tasting
 - VIP Lounge at Grand Wine Tasting
 - Saturday Wine Seminars
 - Vintner Dinner and Auction
 - After Party, Saturday
- Product placement and/or patron giveaways during events
 - This can include logo printed on glassware, napkins, tickets, etc.
- Name and logo: catalog, website, advertising, media releases, and event marketing
- One table for 8 at Vintner Dinner and Auction (\$30,000 value)
- Tickets for 8 to Patron Party (\$400 value)
- Tickets for 24 to Grand Wine Tasting (\$4,800 value)
- Tickets for 8 to Wine Walk (\$1,600 value)
- Tickets for 8 to Wine Seminars (\$400 value)
- Company representative to speak at Vintner Dinner and Auction (exclusive right)
- Full page ad in Auction Catalog
- Membership to Philbrook Wine Club for two years
- Discount of 20% on facility and event rentals at Philbrook
- Discount of 20% on Philbrook Museum memberships available to company employees
- Invitation to Philbrook’s Annual Recognition Dinner

Luxury Transportation Sponsor, \$75,000 **SOLD OUT**

- One Premier Cru patron package (Valued at \$40,000)
- One table for 8 at Vintner Dinner and Auction
 - Premier table placement
 - First selection of winemaker/winery seated at your table
- One First Crush patron package (Valued at \$30,000)
- One table for 8 at Vintner Dinner and Auction
- Tickets for 16 to the Grand Wine Tasting and VIP Patron Lounge
- Access to top donors and vintners:
- Tickets for 16 to Wine Walks 2026 and 2027, respectively
 - Tickets for 16 to the Auction Preview Party
- Benefits as Luxury Transportation Sponsor for Wine Experience (Valued at \$30,000)

- Product placement and/or booth with product specialists on site during Grand Wine Tasting event
- Recognition as the Luxury Transportation Sponsor for Wine Experience Weekend 2026 and Wine Walk 2027
 - Marketing materials, including logo on Wine Walk and Grand Wine Tasting handouts and signage
 - Full page ad in 2026 auction catalog
 - Social media (over 190,000 followers across platforms) & dedicated email (*over 26,000 emails*)
- Discount of 20% on all evening venue rentals and wedding venue rentals (unlimited)
- Membership to Philbrook Wine Club for two years
- Invitation to Philbrook’s Annual Recognition Dinner

Grand Wine Tasting Sponsor, \$30,000

- Naming: Philbrook Grand Wine Tasting presented by [name]
- Extensive on-site recognition at Grand Wine Tasting
- Product placement and/or patron giveaways during Grand Wine Tasting
 - This can include logo printed on glassware, napkins, tickets, etc.
- Name and logo: catalog, website, advertising, media releases, and event marketing
- Tickets for 8 to Patron Party (\$400 value)
- Tickets for 16 to Grand Wine Tasting (\$3,200 value)
- Membership to Philbrook Wine Club for two years
- Discount of 20% on facility and event rentals at Philbrook
- Discount of 20% on Philbrook Museum memberships available to company employees
- Invitation to Philbrook’s Annual Recognition Dinner

Industry Tasting Sponsor, \$20,000

- Naming: Philbrook Industry Tasting presented by [name]
- Extensive on-site recognition at Industry Tasting and Grand Wine Tasting
- Product placement and/or patron giveaways during Industry Tasting
 - This can include logo printed on glassware, napkins, tickets, etc.
- Name and logo: catalog, website, advertising, media releases, and event marketing
- Tickets for 16 to Grand Wine Tasting (\$3,200 value)
- Membership to Philbrook Wine Club for two years
- Discount of 20% on facility and event rentals at Philbrook
- Discount of 20% on Philbrook Museum memberships available to company employees
- Invitation to Philbrook’s Annual Recognition Dinner

VIP Lounge Sponsor, \$20,000

- Naming: Philbrook Wine Experience Patron Lounge presented by: [name]
- Extensive on-site recognition in VIP Lounge (Philbrook Zink Rotunda and Mabee Lobby)

- Product placement and/or patron giveaways during event
- Name and logo: catalog, website, advertising, media releases, and event marketing
- VIP tickets for 10 to Grand Wine Tasting (exclusive, \$5,000 value)
- Membership to Philbrook Wine Club for two years
- Discount of 20% on facility and event rentals at Philbrook
- Discount of 20% on Philbrook Museum memberships available to company employees
- Invitation to Philbrook’s Annual Recognition Dinner

Wine Walk 2026 Presenting Sponsor, \$15,000

- Naming: Philbrook Wine Experience Wine Walk presented by: [name]
- Extensive on-site recognition at Wine Walk locations
- Product placement and/or patron giveaways during Wine Walk
- Name and logo: website, advertising, media releases, and event marketing
- Tickets for 10 to Wine Walk (\$2,000 value)
- Half page ad in Auction Catalog
- Membership to Philbrook Wine Club for two years
- Discount of 10% on facility and event rentals at Philbrook
- Discount of 10% on Philbrook Museum memberships available to company employees
- Discount of 20% on Philbrook Museum memberships available to company employees

Patron Party Sponsor; Sunday, April 12, 2026; \$10,000

- Naming: Philbrook Wine Experience Patron Party presented by [name]
- Extensive on-site recognition at Patron Party for ~150 high net worth individuals
- Product placement and/or patron giveaways during Patron Party
- Name and logo: catalog, website, advertising, media releases, and event marketing
- Tickets for 10 to Wine Experience Patron Party (exclusive, \$500 value)
- Half page ad in Auction Catalog
- Membership to Philbrook Wine Club for two years
- Discount of 10% on facility and event rentals at Philbrook
- Discount of 10% on Philbrook Museum memberships available to company employees

After Party Sponsor; Saturday, April 25, 2026; \$10,000

- Naming: Philbrook Wine Experience After Party presented by [name]
- Extensive on-site recognition at After Party for ~300 high net worth individuals
- Product placement and/or patron giveaways during After Party
- Name and logo: catalog, website, advertising, media releases, and event marketing
- Tickets for 8 to Philbrook Wine Experience After Party (\$800 value)
- Half page ad in Auction Catalog
- Membership to Philbrook Wine Club for two years
- Discount of 10% on facility and event rentals at Philbrook
- Discount of 10% on Philbrook Museum memberships available to company employees

GENERAL SPONSORSHIPS

Glassware Sponsor; Friday, April 24, 2026; \$7,500 (cash or equivalent productdonation)

- Naming: Philbrook Wine Experience Glassware Partner: [name]
- Tickets for 10 to Philbrook Wine Experience Grand Wine Tasting (\$2,000 value)
- Extensive on-site recognition during full weekend of events
- Product placement and/or patron giveaways during Grand Wine Tasting
- Membership to Philbrook Wine Club for two years
- Half page ad in auction catalog

Champagne/Sparkling Happy Hour Sponsor; Saturday, April 25, 2026; \$5,000 (cash or equivalent product donation)

- Naming: Philbrook Wine Experience Happy Hour presented by [name]
- Extensive on-site recognition during Happy Hour, for ~500 high net worth individuals
- Product placement and/or patron giveaways during Happy Hour
- Membership to Philbrook Wine Club for two years

Wine Walk 2026 Supporting Sponsor, \$2,500

- Name and Logo on Wine Walk map
- Product placement and/or patron giveaways at one Wine Walk location
- Name and logo: website, advertising, media releases, and event marketing
- Tickets for 8 to Wine Walk (\$1,800 value)
- Membership to Philbrook Wine Club for one year

Wine Split Sponsor, \$2,500 (mult. available)

- Tickets for 10 to Philbrook Wine Experience Grand Wine Tasting (\$2,000 value)
- On-site recognition at Grand Wine Tasting

Wine Experience Keynote Tasting Seminar Sponsor, \$2,500

- Naming: Philbrook Wine Experience Keynote Seminar presented by [name]
- Tickets for 20 to Keynote Seminar
- On-site recognition at all seminars

Chef and Winemaker Lunch Sponsor, \$1,500

- Naming: Philbrook Wine Experience Chef and Winemaker Lunch presented by [name]
- Tickets for 4 to Lunch
- On-site recognition at all seminars (~400 attendees)

Wine Tasting Seminar Sponsor, \$750 (mult. available)

- Tickets for 2 to seminar of choice (excluding lunch seminar)
- On-site recognition at all seminars (~400 attendees)

Advertising in Live Auction Catalog, \$400/\$800 (mult. available)

- Half-page or full-page ad in Live Auction Catalog distributed to ~600 high net worth individuals

Contact

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