



Greetings!

We're excited about the possibility of bringing **WINE LOVERS**, the world's first **WINE TASTING MUSICAL**, to your upcoming charity fundraiser. We know that your supporters will absolutely love this magical evening, and that it will be an exciting fundraising opportunity that will be remembered by your sponsors for years to come.

**WINE LOVERS** is a unique theatrical experience in which the audience drinks SIX GLASSES OF WINE while watching a lively, comedic new musical. Hailed as a "**great evening out**" by the New York Post, **WINE LOVERS** "has something for everyone... beginners and wine snobs alike! – **You'll be drunk with love over this unique, witty show!**" (*DrVino.com*).

**WINE LOVERS** can be performed in a variety of traditional and non-conventional party spaces, making it the perfect offering for your upcoming fundraiser. Bring **WINE LOVERS** to your banquet halls, hotel function rooms, country clubs, theatres, cabaret spaces, opera lobbies, and even on-site at corporation headquarters. Given the unique nature of the production, we can tailor our technical needs to suit you and your organization in the best way possible.

**WINE LOVERS** can also be paired with dinner, light appetizers or chocolate. We often suggest that you serve your dinner or continued food pairing after the show, and can assist you in putting together a great menu for your organization or your clients.

I have included a variety of materials to give you more of a sense of what the show is all about and the financials that are involved. The creator of the show, Michael Green, is also the former Wine Editor of Gourmet Magazine. Let him and his team help you to garner local sponsorship or pricing plans for the wines served during your fundraiser, or you can certainly work with a wine partner of your choice.

Thank you for considering **WINE LOVERS** for your upcoming event. We look forward to an intoxicatingly fantastic partnership in the months to come!

Cheers!

Holly-Anne Ruggiero  
Lead Producer, Wine Lovers LLC  
[producer@wineloversthemusical.com](mailto:producer@wineloversthemusical.com)



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**Performance Time:** 70 minutes with no Intermission

**Taglines:**

- The world's first WINE TASTING MUSICAL.
- Audience Members See, Swirl, Smell, Sip and Savor Six Wines while attending a fantastically fun show!
- A great evening out for wine lovers and theatergoers alike!
- A perfect opportunity to support local wineries and wine shops in your area.
- An intoxicating evening that will leave your colleagues, clients and co-workers impressed and filled with laughs for days to come!

**Summary:** WINE LOVERS tells the story of lovable painter Brian Scott and know-it-all businesswoman Katherine Reese – two mismatched students attending a wine class led by an effervescent teacher, Charles Thompson, whose goal in life is to take the mystery out of wine. Over the course of 70 minutes, Brian, Katherine and the audience learn all about reds, whites, screw caps, Zinfandels...and a little bit about love.

**Featuring:** Three Broadway performers who will specifically tailor elements of the show to YOUR audience. (Using local references, co-workers names, etc. if asked to do so.)

**Performance Fee:** Minimum Guarantee is \$7500 for Non-Profit Events (Please see ticket split chart)

The performance fee varies depending on where you are located in the United States or Canada and includes the following:

- Full Performance and Production Company to arrive onsite on the day of your performance, at least 4 hours prior to the event for a Technical Rehearsal/Set Up.
- Full Scenic, Video and Costume Elements, including Tasting Cards, Wine Mats and Basic Table Settings (**not** including linens). Lighting Elements will vary with locations and will be discussed on a case-by-case basis.
- 30 Minutes Post-Show mingling with the Cast.
- Travel (From New York to your location).
- Housing must be provided by the Booking Venue and is **not included** in the Performance Fee. WINE LOVERS requires 6 hotel rooms for the night of the performance.
- Wine, Servers and other venue staff **are not** provided by Wine Lovers LLC.



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## **SAMPLE FUNDRAISING EVENING**

**Event:** Holly-Anne Ruggiero presents WINE LOVERS for JDRF – A Benefit Performance for the Juvenile Diabetes Research Foundation of New Orleans on June 11, 2010

**Ticket Price:** \$80

**Ticket Includes:** Wine Lovers Performance, Cheese and Wine Reception in Le Petit Theatre Courtyard

**Other Events for the Evening:** Silent Auction and Raffle for JDRF

### **Schedule:**

- 7:15pm** – Doors open at Le Petit Theatre (LPT) for JDRF Silent Auction  
Pre-Show mingling, drinks at LPT for JDRF
- 8:15pm** – Welcome announcement from Alysia Evans for JDRF and Holly-Anne Ruggiero for WINE LOVERS
- 8:30pm** – Special performance of WINE LOVERS begins for JDRF
- 9:15pm** – Continuation of Silent Auction  
Wine and Cheese Party in the LPT Courtyard for all JDRF Patrons
- 10:30pm** – End of event, Silent Auction winners announced

### **Media Provided By WINE LOVERS LLC –**

All media involving WINE LOVERS (e.g. press releases, television appearances, etc.) will include a mention of the JDRF benefit performance leading up to June 11<sup>th</sup>.

**Wines Provided by** – Muriel's – Jackson Square (Sponsored)

**Cheese Provided by** – St. James Cheese Factory (Sponsored)

**Silent Auction** – The JDRF will be able to raffle/auction any items that you would like to provide in addition to the items listed in the “Additional Items Provided” section on Page 1.

**Requests** – That the JDRF of New Orleans and Baton Rouge include a mention of WINE LOVERS (Presented by The Solomon Group and Holly-Anne Ruggiero) in all of upcoming media leading up to June 11<sup>th</sup>.



**Financial Breakdown –**

Ticket Price - \$85/Ticket at 200 Seats – \$17,000

Performance Guarantee (Before Tickets Sold) - \$7,500 to Wine Lovers LLC

(At Sell Out) – Total Due to Wine Lovers LLC - \$50/ticket for 200 - \$10,000

JDRF Net (from Ticketing Alone) - \$7000

Typically Silent Auctions at these events tend to bring in anywhere from \$3000 - \$15000. People are especially in a bidding mood AFTER the show, and the accompanying six glasses of wine!