



Leukemia & Lymphoma Society

# Raise a Toast & Money for a Good Cause

## Charitable Fundraising Wine Tastings at Visible Voice Books

Looking for a fun, turnkey way to raise money and awareness for an important cause? Host a wine tasting at Visible Voice Books in the heart of Tremont. These casual, comfortable events bring people together in an interesting atmosphere. We stock more than 8,000 books and we encourage guests to sip while shopping our shelves.

### *Here's how it works*

We provide the venue, the wine and a knowledgeable pourer, as well as some promotional support. Your guests pay a nominal fee to sample a variety of wines from a particular winery or from a group of related wines. Bottles and books are both available for purchase to take home and enjoy.

A portion of all tasting, store and wine sales are donated directly to your nonprofit charity.

“I invited friends, ordered some light appetizers and set up a small raffle. Visible Voice handled the rest, which gave me time to mix and mingle with donors. In the end, combined ticket, retail wine, book and raffle sales, we cleared \$650 for the Leukemia & Lymphoma Society in two hours.” – Samantha



# The organization receiving the charitable wine tasting donation must show proof of registration as a nonprofit 501(c)(3). We cannot raise funds for individuals or for-profit causes.

## Timing

We are open to the public Wednesday through Sunday, but depending on our bookings, we are available as a charity wine tasting venue **7 days a week**. We find weekday evenings, weekend afternoons and weekend evenings work best. We've hosted successful afternoon weekend tastings beginning between 1:30 and 4:30pm.

Charity tastings generally last 2 hours and are best suited to groups of 20 - 60 people.

## Pricing

**A STANDARD CHARITY TASTING\* is \$20 per wine flight.**

- Fundraising organization can request RSVPs, but Visible Voice will charge each guest payable at the door. We cannot invoice following an event.
- Room, wine, glasses and serving included
- Wine descriptions (including a description of the wine and vineyard, price per bottle and price per case) are provided to organizer in advance
- Includes flight of 4 wines per guest, usually 2 reds (ex: cabernet and pinot noir) and 2 whites (ex: pinot grigio and chardonnay) from a particular winery
- A knowledgeable representative will be present to serve and discuss the specifics of each wine

*\*Tastings can be enhanced to include a group of wines, additional samples or a tailored list of exclusive varietals. Cost per flight for a CUSTOM CHARITY TASTING varies depending on market pricing.*

## Food

Catering is available from Crust (located directly below us). All food costs are the responsibility of the fundraising organization and payable the day of the event, but Visible Voice will coordinate the catering and can custom tailor your menu.

## Fundraising

Your charity's portion of the proceeds:

- \$7 per wine flight (based on a standard charity tasting, a higher donation amount is possible with a Custom Charity Tasting)
- 10% of all retail sales (books and bottled wine) while the event is taking place

We recommend you organize a raffle or silent auction. Your organization keeps 100% of those monies raised.

## Additional Support

In addition to your organizations marketing efforts, we have the ability to market your wine tasting if requested at no additional charge via:

- social media (6500+ followers)
- our weekly e-newsletter (6400+ subscribers)
- in-store signage
- "around town" event calendars
- Visible Voice website

**Please Note:**

- Any audio-visual beyond a projector, screen and audio reinforcement is the organization's responsibility.
- Visible Voice Book is on the second floor of a historic building. There are stairs and no elevator.



Cleveland Kids' Book Bank

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