



High Museum Atlanta Wine Auction

H I G H

2026 Corporate Sponsorships

HIGH MUSEUM ATLANTA WINE AUCTION
PARTY WITH A
PURPOSE

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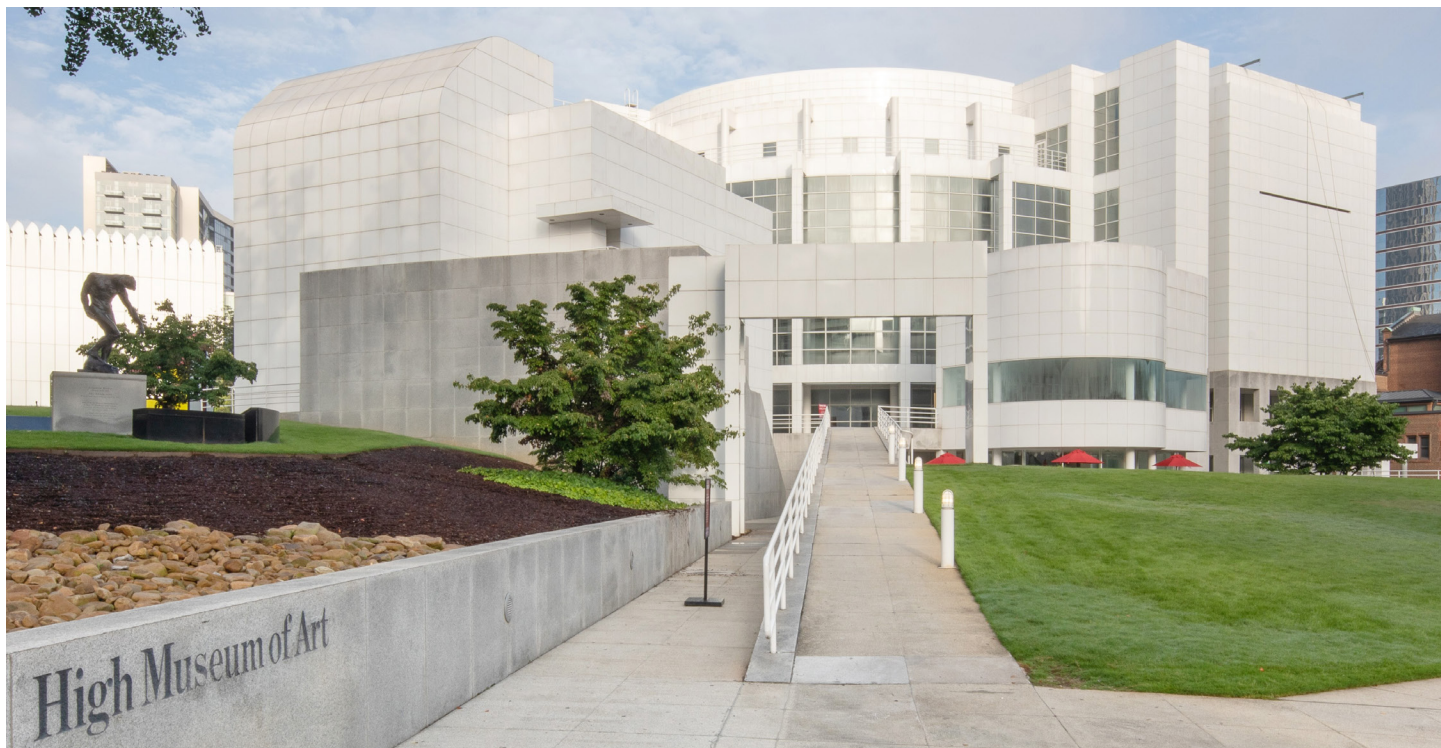
MARCH
2026

NO. 34

H I G H

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About the Wine Auction



The High Museum Atlanta Wine Auction stands as the premier fund-raising event for the High Museum of Art, the leading art institution in the Southeastern United States. Over its impressive thirty-three year history, the Wine Auction has amassed \$40 million in support of the arts. It stands as one of Atlanta's top charity fund-raisers and one of the largest charity wine auctions in the nation supporting the arts.

\$40M

Total
Raised

602

Live Auction
Benefactors
in 2025

72

Auction
Lots in 2025

\$76k

Highest Auction
Bid in 2025

Wine Auction Week Events



Winemaker Dinners

Thursday, March 26

Winemaker Dinners are a signature highlight of the Wine Auction experience. These intimate events bring together a select group of key benefactors for rare, up-close access to acclaimed chefs and celebrated winemakers. Guests enjoy a tailored, elevated evening—sharing remarkable wines and cuisine while engaging in rich, memorable conversations in an atmosphere designed for genuine connection.



Palette & Pour: A Silent Auction Reception

Friday, March 27

Friday evening offers an elegant, tasting-style evening where benefactors can discover a vibrant array of top vintners and culinary artistry. Guests are invited to explore exceptional wines, meet the makers behind them, and enjoy elevated bites prepared by leading restaurants. The experience is enhanced by an in-person silent auction, featuring thoughtfully curated lots available for bidding throughout the night.



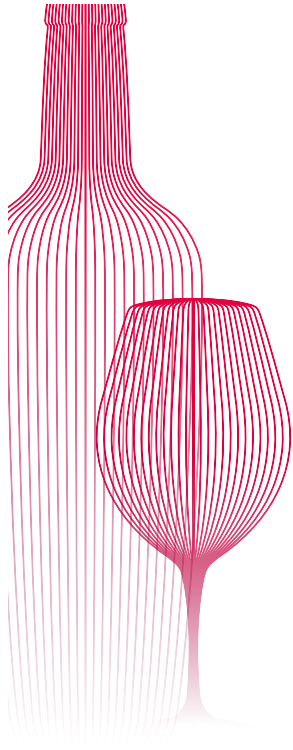
The Reserve Pour and Live Auction Luncheon

Saturday, March 28

The pinnacle of the Wine Auction weekend, this seated, elevated luncheon presents premier wines thoughtfully paired with an exceptional culinary experience. In this refined setting, guests enjoy rare access to top vintners and chefs while the live auction unveils an exclusive selection of highly curated lots—offering benefactors the opportunity to secure some of the most bespoke and sought-after experiences available.

General Sponsorships

Grand Cru | \$100,000



- Four (4) reservations for the Top Bidders' Dinner (February TBD)
- Four (4) Winemaker Dinner seats with the opportunity to purchase up to two (2) additional seats at \$1,000 each (Thursday, March 26)
- Twenty (20) tickets for Palette & Pour (Friday, March 27)
- Twenty (20) premium reserved seats at the Live Auction Luncheon (Saturday, March 28)
- Opportunity for remarks from sponsor representative during Live Auction Luncheon
- Complimentary valet parking for events on Friday night, March 27, and Saturday, March 28
- Logo recognition in event catalog, website, and on-site signage
- Complimentary museum membership at the Contributing level with an option to upgrade or gift the membership; does not apply to current Director's Circle members
- Recognition in Sponsor Spotlight section of one e-newsletter to Wine Auction email list
- Two (2) invitations to the Wine Down 2026 party (post-Auction event held in May)

Goliath | \$50,000

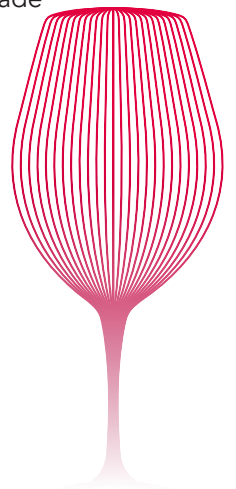
- Two (2) reservations for the Top Bidders' Dinner (February TBD)
- Two (2) Winemaker Dinner seats with the opportunity to purchase up to two (2) additional seats at \$1,000 each (Thursday, March 26)
- Twelve (12) tickets for Palette & Pour (Friday, March 27)
- Ten (10) premium reserved seats at the Reserve Pour and Live Auction Luncheon (Saturday, March 28)
- Complimentary valet parking for events on Friday night, March 27, and Saturday, March 28
- Logo recognition in event catalog, website, and on-site signage
- Complimentary museum membership at the Contributing level with an option to upgrade or gift the membership; does not apply to current Director's Circle members
- Recognition in Sponsor Spotlight section of one e-newsletter to Wine Auction email list
- Two (2) invitations to the Wine Down 2026 party (post-Auction event held in May)

Balthazar | \$25,000

- Four (4) Winemaker Dinner seats with the opportunity to purchase up to two (2) additional seats at \$1,000 each (Thursday, March 26)
- Ten (10) tickets for Palette & Pour (Friday, March 27)
- Eight (8) premium reserved tickets at the Reserve Pour and Live Auction Luncheon (Saturday, March 28)
- Complimentary valet parking for events on Friday night, March 27, and Saturday, March 28
- Logo recognition in event catalog, website, and on-site signage
- Complimentary museum membership at the Contributing level with an option to upgrade or gift the membership; does not apply to current Director's Circle members
- Recognition in Sponsor Spotlight section of one e-newsletter to Wine Auction email list
- Two (2) invitations to the Wine Down 2026 party (post-Auction event held in May)

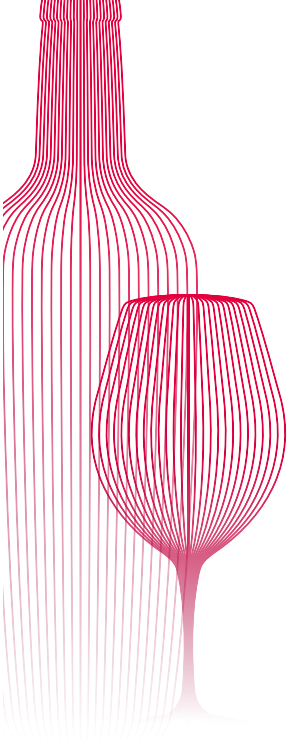
Salmanazar | \$17,500

- Two (2) Winemaker Dinner seats with the opportunity to purchase up to two (2) additional seats at \$1,000 each (Thursday, March 26)
- Eight (8) tickets for Palette & Pour (Friday, March 27)
- Six (6) premium reserved tickets at the Reserve Pour and Live Auction Luncheon (Saturday, March 28)
- Complimentary valet parking for events on Friday night, March 27, and Saturday, March 28
- Logo recognition in event catalog, website, and on-site signage
- Complimentary museum membership at the Contributing level with an option to upgrade or gift the membership; does not apply to current Director's Circle members
- Recognition in Sponsor Spotlight section of one e-newsletter to Wine Auction email list
- Two (2) invitations to the Wine Down 2026 party (post-Auction event held in May)



Event Sponsorship

Palette & Pour Sponsor | \$50,000

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- Recognition as sole corporate sponsor for Palette & Pour (Friday, March 27)
 - Logo recognition on signage during the event
 - Two (2) reservations to the Top Bidders' Dinner (February TBD)
 - Two (2) Winemaker Dinner seats with the opportunity to purchase up to two (2) additional seats at \$1,000 each (Thursday, March 26)
 - Twenty (20) tickets for Palette & Pour (Friday, March 27)
 - Eight (8) premium reserved seats at the Reserve Pour and Live Auction Luncheon (Saturday, March 28)
 - Complimentary valet parking for events on Friday night, March 27, and Saturday, March 28
 - Complimentary museum membership at the Contributing level with an option to upgrade or gift the membership; does not apply to current Director's Circle members
 - Recognition in Sponsor Spotlight section of one e-newsletter to Wine Auction email list
 - Two (2) invitations to the Wine Down 2026 party (post-Auction event usually held in May)

Top Bidders' Dinner Sponsor | \$25,000

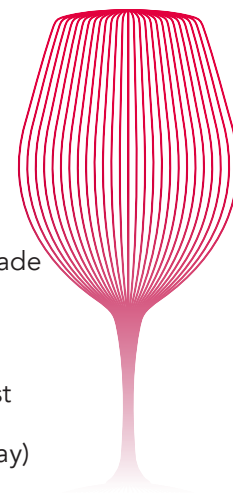
- Recognition as exclusive sponsor for the Top Bidders' Dinner
- Eight (8) reservations to the Top Bidders' Dinner (February TBD)
- Opportunity for welcome remarks from the sponsor representative during Top Bidders' Dinner
- Two (2) Winemaker Dinner seats with the opportunity to purchase up to two (2) additional seats at \$1,000 each (Thursday, March 26)
- Eight (8) tickets to Palette & Pour (Friday, March 27)
- Six (6) seats at the Reserve Pour and Live Auction Luncheon (Saturday, March 28)
- Complimentary valet parking for events on Friday night, March 27, and Saturday, March 28
- Complimentary museum membership at the Contributing level with an option to upgrade or gift the membership; does not apply to current Director's Circle members
- Recognition in Sponsor Spotlight section of one e-newsletter to Wine Auction email list
- Two (2) invitations to the Wine Down 2026 party (post-Auction event usually held in May)

The Dick Denny Paddle Raise Sponsor | \$60,000

- Recognition as exclusive sponsor of bid paddles with company logo placement on paddles
- Matching donation to the Dick Denny Paddle Raise supporting Art Access
- Verbal recognition during the Live Auction
- Four (4) Winemaker Dinner seats with the opportunity to purchase up to two (2) additional seats at \$1,000 each (Thursday, March 26)
- Fifteen (15) tickets to Palette & Pour (Friday, March 27)
- Eight (8) seats at the Reserve Pour and Live Auction Luncheon (Saturday, March 28)
- Complimentary valet parking for events on Friday night, March 27, and Saturday, March 28
- Complimentary museum membership at the Contributing level with an option to upgrade or gift the membership; does not apply to current Director's Circle members
- Recognition in Sponsor Spotlight section of one e-newsletter to Wine Auction email list
- Four (4) invitations to the Wine Down 2026 party (post-Auction event usually held in May)

Vine & Dine Luncheon Sponsor | \$25,000

- Recognition as exclusive sponsor for Vine & Dine
- Six (6) reservations to Vine and Dine (Friday, January 30)
- Opportunity for welcome remarks from the sponsor representative during Vine & Dine
- Two (2) Winemaker Dinner tickets (Thursday, March 26)
- Six (6) tickets for Palette & Pour (Friday, March 27)
- Four (4) seats at the Reserve Pour and Live Auction Luncheon (Saturday, March 28)
- Complimentary valet parking for events on Friday night, March 27, and Saturday, March 28
- Complimentary museum membership at the Contributing level with an option to upgrade or gift the membership; does not apply to current Director's Circle members
- Recognition in Sponsor Spotlight section of one e-newsletter to Wine Auction email list
- Two (2) invitations to the Wine Down 2026 party (post-Auction event usually held in May)





HIGH MUSEUM OF ART ATLANTA



**For more information,
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