

NOVEMBER 5-7, 2026
BIRMINGHAM, ALABAMA

HONORARY CHAIR: JEAN-NOEL FOURMEAUX
VGS CHATEAU POTELLE

2026

37TH Annual TumTum Tree Foundation
Wine Auction Weekend

Sponsor Packet



Thursday, November 5
Vintner Dinners
TASTE of TumTum

Friday, November 6
Grand Tasting &
Live Auction Dinner

Saturday, November 7
TumTum Tree Tailgate



Our Mission

The TumTum Tree Foundation's mission is to enrich the lives of children in Alabama who face life-altering and life-threatening illnesses. The heart of this organization has always been the children we serve.

Our Story

After attending the Napa Valley Wine Auction, two big-hearted wine-loving Birminghamians wanted to do something similar to benefit children's charities in their home state.

No one knew where the auction would go from there . . . What mattered was the impact on the children and the excitement that filled the room.

Behind Our Name

Fall of 2005 the name was changed to the TumTum Tree Foundation. The hope was to better capture the mission in the name – to enrich the lives of children by providing a beacon of hope, and a respite from their daily challenges, safely beneath their own TumTum trees, as inspired by Lewis Carroll's poem Jabberwocky.

**The heart of this organization
has always been the children we serve.**





Wine Auction Weekend



Thursday, November 5th - Vintner Dinners

Vintner Dinners are a much anticipated TumTum Tree Wine Auction tradition. These dinners held in private homes and restaurants are intimate gatherings with outstanding wineries, acclaimed chefs, and a guaranteed night to remember.



Thursday, November 5th - TASTE of TumTum

Come enjoy the annual TASTE of TumTum event! You'll sip on several of TumTum's favorite West Coast Vintners while sampling savory Southern bites.



Friday, November 6th - Grand Tasting & Live Auction

Enjoy world-class wines at the Grand Tasting, excellent cuisine, and the opportunity to support the TumTum Tree Foundation by bidding on live auction lots!



Saturday, November 7th - TumTum Tree Tailgate

What better way to end a fantastic weekend than kicking back and watching a little SEC football! Join us for a morning of food, beverages (wine, of course), friends and fun. We hope to see you in Birmingham!

Wine Auction Weekend

Sponsorship Opportunities

Presenting Sponsor \$50,000

Experiential Components

These include full priority access to all TumTum Tree Wine Auction events including:

- Sixteen guests to a Vintner Dinner
- Ten guests to TASTE of TumTum
- Two tables for eight guests at the Live Auction and Grand Tasting
- Eight guests to the Tailgate Brunch on Saturday
- Brand recognition on all material
- Full page ad in TumTum Auction Catalogue

Brand Recognition

These can include but are not limited to:

- Featured position on the TumTum Tree Foundation website
- Full page ad in the TumTum Auction Catalogue
- Inclusion in all print and collateral materials
- Signage recognition at all events
- Mention in all pre-event advertising
- Public recognition from the stage at all events

Diamond Sponsor \$25,000

- Twelve guests to a Vintner Dinner
- Eight guests to TASTE of TumTum
- One table for eight guests at the Live Auction and Grand Tasting
- Six guests to the Tailgate Brunch on Saturday
- Brand recognition on all material / logo on website
- Full page ad in TumTum Auction Catalogue

Platinum Sponsor \$15,000

- Six guests to a Vintner Dinner
- Four guests to TASTE of TumTum
- One table for eight guests at the Live Auction and Grand Tasting
- Four guests to the Tailgate Brunch on Saturday
- Brand recognition on all material
- Full page ad in TumTum Auction Catalogue

Gold Sponsor \$10,000

- One table for ten guests at the Live Auction and Grand Tasting
- Brand recognition on all material
- Half page ad in TumTum Auction Catalogue

Wine Auction Weekend

Event Specific Sponsorship Opportunities

Vintner Dinner Sponsor

*Sponsorship amount varies based on the size and location of each Vintner Dinner.

Host a Vintner Dinner in a premier Birmingham restaurant, with up to 20 seats reserved for you and your guests. Receive recognition at your dinner, as well as an event sponsor on relevant TTTF promotional materials leading up to and during the Wine Auction Weekend.

Benefits include your choice of the following ticket packages:

- Reserved seats at a Vintner Dinner on Thursday evening (quantity based on dinner size and location)
- Two tickets to the Grand Tasting & Live Auction on Friday evening

Friday Lunch Sponsor

\$15,000

- Eight tickets to the lunch at Bottega
- One table for eight at the Grand Tasting | Live Auction
- Four tickets to a Vintner Dinner

TASTE of TumTum Sponsor

\$20,000

- Twenty tickets to TASTE of TumTum
- Two tickets to lunch at Bottega
- One table of eight at the Grand Tasting | Live Auction
- Two tickets to the Tailgate Brunch on Saturday

Grand Tasting Sponsor

\$20,000

- Six tickets to TASTE of TumTum
- Two tickets to a Vintner Dinner
- Two tickets to lunch at Bottega
- One table of eight at the Grand Tasting | Live Auction
- Two tickets to the Tailgate Brunch on Saturday

Tailgate Brunch Sponsor

\$20,000

- Six tickets to TASTE of TumTum
- Two tickets to a Vintner Dinner
- Two tickets to lunch at Bottega
- One table of eight at the Grand Tasting | Live Auction
- Twenty tickets to the Tailgate Brunch on Saturday

Sponsorship Information

please complete, scan and send
ashley@tumtumtreefoundation.org

Sponsorship Level:

_____ Presenting Sponsor \$50,000
_____ Diamond \$25,000
_____ Platinum \$15,000
_____ Gold \$10,000
_____ Donation \$ _____

Event Sponsorship Level:

_____ Vintner Dinner Sponsor \$ _____
_____ Friday Lunch Sponsor \$15,000
_____ TASTE of TumTum Sponsor \$20,000
_____ Grand Tasting Sponsor \$20,000
_____ Tailgate Brunch Sponsor \$20,000

Please provide the contact information below for which all communication should be handled for this sponsorship:

Name of Sponsor *(as it should appear in Auction Catalogue)*:

Contact Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

EVENT PROGRAM INFORMATION

Please indicate how you or your company would like to be recognized in the catalogue

(check all that apply):

- _____ Use logo and company name *(email to ashley@tumtumtreefoundation.org)*
_____ Use personal or company name as written above *(no logo)*
_____ I wish to add the following message with logo or name:
_____ *(i.e. "The 'X' Company/Family proudly supports the mission of the TumTum Tree Foundation")*

- Please send logo/photo in high res format (no PDF please)
- Full page ad size: 7" x 10", 300dpi
- Half page ad size: 7" x 4.5", 300dpi

Please remit payment at your earliest convenience to:

TumTum Tree Foundation
c/o Mrs. Ashley Blomeyer
Post Office Box 43651
Birmingham, AL 35243



Thank You