SVMOA — **Sun Valley Museum of Art**

44th Annual Sun Valley Wine Auction

SPONSORSHIP OVERVIEW

JUNE 24–26, 2025

SUN VALLEY, IDAHO

Our Story

The Sun Valley Museum of Art was founded in 1971 on the belief that a thriving engaged community demands arts and culture to be viable and sustainable. As the oldest arts organization in the Wood River Valley and one of only five institutions in Idaho accredited by the American Alliance of Museums, SVMoA serves as a community anchor in the Wood River Valley and a cultural keystone in the state of Idaho, bringing residents and visitors together for shared arts experiences. The Museum offers world-class year-round programming in visual arts, music, film, and the humanities.

The Sun Valley Museum of Art has grown from a handful of artists presenting classes and events to a robust professional arts organization that serves tens of thousands of patrons annually. The original campus of the Sun Valley Center for the Arts and Humanities was founded by Glenn Janss, and was established on land deeded by Bill Janss, her husband and owner of Sun Valley Company (1964–1977), along Trail Creek. SVMoA flourished at this location as a facility for high-level fine arts residencies, hosting artists and faculty that have since achieved celebrated careers.

Today, the Sun Valley Museum of Art is a thought leader in the Intermountain West. The Museum's visual art, film and performance programming is diverse, inclusive and inspiring. Uniquely situated in an International Dark Sky Reserve in pristine Idaho wilderness with a diverse mountain community, SVMoA has hosted scores of award-winning artists, innovative thinkers and distinguished scholars from around the world to explore, inspire and collaborate with the community at the Museum, on the stage and in the classroom.

Wine Auction Overview

THE SUN VALLEY WINE AUCTION IS THE OLDEST CHARITY WINE AUCTION IN THE NATION

It began in 1981 as a small fundraising event. The Wine Auction, like Sun Valley Museum of Art, has grown and changed significantly over the years and is frequently ranked in *Wine Spectator*'s annual Top 10 Charity Wine Auctions. The festival has been recognized by major corporations as a high-profile event with which to be associated. National companies, such as Lexus, Porsche, Wells Fargo—The Private Bank, NetJets, Riedel, Sotheby's International Realty, Flexjet, Avantair, Sentient Jet, FIJI Water and Rolls Royce have participated as major sponsors.

We strive to create partnerships that align each business's target market with our unique demographic of attendees. We understand that marketing objectives differ from company to company, and pride ourselves on being able to customize each partnership in order to ensure the maximum benefits for our sponsors.

PARTICIPATION

The Sun Valley Wine Auction has been privileged to collaborate with a number of luxury brands and prestigious companies. Past sponsors include:

Wine Auction Attendee Snapshot

THE PATRONS OF THE SUN VALLEY WINE AUCTION COME FROM

Over 20 States

AROUND THE COUNTRY—NEW YORK TO CALIFORNIA— TO SUPPORT THIS CHARITY AUCTION EVENT

OUR TOP 30 BIDDERS FROM THE PAST SIX YEARS HAVE THE FOLLOWING DEMOGRAPHIC PROFILE:

$772,744	$365,809	$115,022,341	$7,503,785
AVERAGE INCOME	MEDIAN INCOME	AVERAGE ASSETS	MEDIAN ASSETS

THE BROADER DEMOGRAPHICS OF ATTENDEES EACH YEAR ARE AS FOLLOWS:

70%+	87%	38%
OWN AT LEAST TWO HOMES	HAVE AN UNDER-GRADUATE DEGREE	HAVE DONE POST-GRADUATE WORK
26%	66%	77%
HAVE INCOMES FROM $100,000–$199,000	HAVE INCOMES OVER $500,000	ARE MARRIED OR HAVE A LONG-TERM PARTNER

AGE OF ATTENDEES

4%	21%	49%	26%
25–34	35–44+	45–54	55+

Wine Auction Schedule
JUNE 24–26, 2025
SUN VALLEY, IDAHO

TUESDAY, JUNE 24
Patron & Vintner Registration
Vintner-Only Gathering
VIP Tasting Event

WEDNESDAY, JUNE 25
Vintner Dinners
Vintner Adventures and Outings
3rd Annual Cycle & Sip Vintner Adventures

THURSDAY, JUNE 26
Artist Exposition @ SVMoA
Art + Wine Gala and Live Auction

Thank you.

Sun Valley Museum of Art