

A large group of people, mostly Black, are gathered in a rustic, industrial-style hall with exposed brick walls and hanging pendant lights. They are seated at long tables covered with white cloths, many holding wine glasses and raising them in a toast. The atmosphere is festive and communal. The title 'Cookout at the VINEYARD' is overlaid in a large, stylized font. 'Cookout' is in a white script font with a thick outline, 'at the' is in a smaller script font, and 'VINEYARD' is in a bold, white, distressed block font with a thick outline.

Cookout *at the* VINEYARD

June 11-13, 2026

Sonoma County, CA

THE VERAISON
PROJECT

INTRODUCING COOKOUT AT THE VINEYARD

A Cultural & Culinary Celebration Rooted in Gathering

Cookout at the Vineyard is a vibrant, multi-day **annual fundraiser** that centers BIPOC chefs, winemakers, and creatives. Presented by **The Veraison Project**, a 501(c)(3) nonprofit organization dedicated to advancing equity in the wine and beverage industry through education, mentorship, and apprenticeship opportunities.

This event serves as a living reflection of our mission. Just as **VERAISON** marks the pivotal moment when grapes begin to ripen and transform, the Cookout at the Vineyard embodies a shift from visibility to equity. Since its launch in 2023, **Cookout at the Vineyard** has grown from a regional gathering into a nationally recognized movement, drawing acclaimed chefs, winemakers, beverage brands and cultural leaders from across the country.



MISSION

The mission of **Cookout at the Vineyard**, is to foster meaningful connections between wine enthusiasts, industry professionals, and aligned brands in supporting a vital cause: building a more inclusive and diverse wine industry.

GOALS

- Raise funds for **Veraison Project** initiatives which provides resources for scholarships, immersion-based education, and resources for the apprenticeship program.
- Create a **space for deeper engagement**, offering experiential opportunities, top-tier wine pairings and gourmet local cuisine, and unparalleled hospitality.

APPROACH

We partner with brands that align with our goals to create curated experiential moments and provide a world-class experience to our guests. This results in a highly engaged and growing community. This **intentional** approach is rooted in our core values, ensuring every **collaboration** feels authentic and meaningful.

WHAT OUR GUESTS ARE SAYING:



Reviews:

“Fellowship with Black owned area businesses and meeting those who traveled for the celebration. ”

June 2025



Reviews:

“The food and wine pairing appetizers pre-dinner. The music, talking to each chef, tasting the wines... perfect.”

June 2025



Reviews:

“Community- everyone was kind and welcoming. Wine and food options were delicious!”

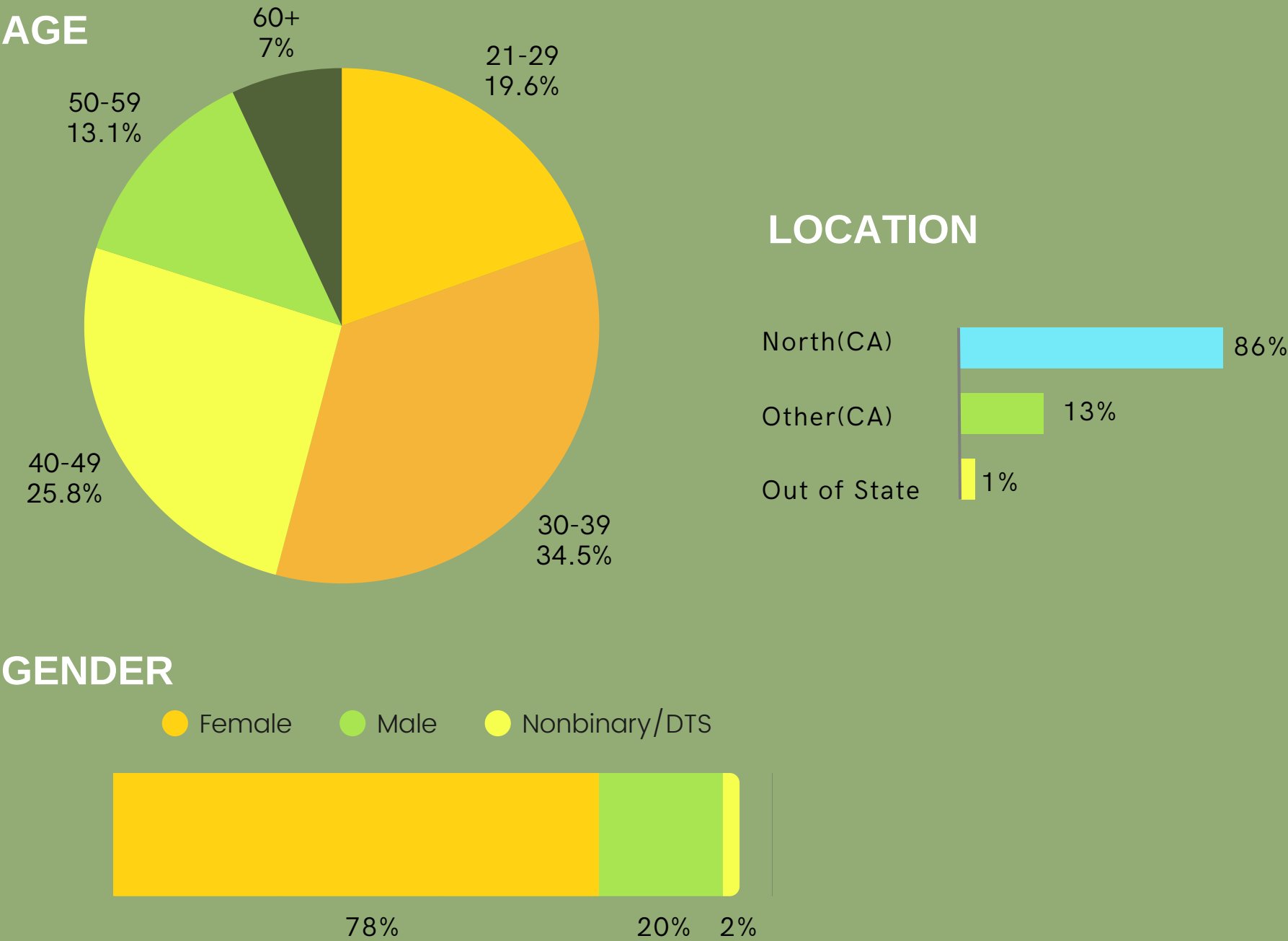
June 2025



BY THE NUMBERS

CATV attracts a diverse and highly engaged audience.
Direct access to the rapidly growing BIPOC wine consumer market,
with over \$4 trillion in buying power

Demographic Breakdown of Audience



4.5K

80% GROWTH ON
INSTAGRAM FROM
JAN-JUNE

60%

LEARNED ABOUT US
THROUGH INSTAGRAM

\$50K

RAISED OVER THREE
YEARS FOR NON-PROFIT

103K

ORGANIC VIEWS
IN JUNE

*based on 2025 sample data of 400 guests

PARTNER WITH US!



Unmatched Visibility & Influence:

- Secured national media coverage and influencer engagement.
- Partnerships with leading brands like Jackson Family Wines, Gallo, APHRO and more!
- Recognized as a must-attend experience for wine, food, and community enthusiasts.

Cookout at the VINEYARD

SPONSORSHIP TIERS

Social Media/Digital/PR

	Legacy \$15,000	Harvest \$10,000	Vine \$5,000	Sow \$2,500	Rooted \$1,000
SOCIAL MEDIA SHOUT OUT	✓	✓	✓	✓	✓
LOGO PLACEMENT ON WEBSITE	✓	✓	✓	✓	✓
COLLABORATIVE POST ON INSTAGRAM	✓	✓	✓	✓	
LOGO PLACEMENT ON SIGNAGE	✓	✓	✓		
FEATURED PARTNERS SPOTLIGHT POST	✓	✓	✓		
POST EVENT INTERVIEW/SPOTLIGHT	✓				

SPONSORSHIP TIERS

Events & Activations

	Legacy \$15,000	Harvest \$10,000	Vine \$5,000	Sow \$2,500	Rooted \$1,000
EVENT TICKETS	10 tickets	8 tickets	6 tickets	4 tickets	2 tickets
EXCLUSIVE PRODUCT PLACEMENT/SAMPLING AT EVENT	✓	✓	✓		
CURATED SWAG BAGS W/ PREMIUM PARTNER GIFTS	✓	✓	✓		
CO-PRESENT CULINARY OR BEVERAGE ACTIVATION	✓	✓	✓		
CUSTOM BRAND ACTIVATION	✓	✓			
PRIVATE TASTING EXPERIENCE	✓				



LET'S CONNECT

We invite you to partner with us and make next year's Cookout at the Vineyard an unforgettable experience. Join us in celebrating the power of community, wine, and culinary excellence.

GET IN TOUCH!

catv@theveraisonproject.com