

ST. CROIX
FOOD X WINE
experience



2024

Wine in the Warehouse Return on Investment



Rooted in Impact: Sponsorship Guide

The St. Croix Food & Wine Experience's WINE IN THE WAREHOUSE

As we reflect on Wine in the Warehouse 2024, we're reminded that while the past year brought its share of challenges—for us and for so many across our community—it also offered a powerful reminder of what makes us resilient: coming together. In the face of a changing philanthropic landscape and limited capacity, we are proud to share that we met our projections and hosted another sold-out, joy-filled evening. With 500+ attendees, 45 wines served and over 50 volunteers supporting, the event was a true celebration of community spirit and collaboration.

The evening welcomed a rich mix of attendees—from civic and business leaders to nonprofit partners and beloved community members—showcasing the unique strength of St. Croix when we unite around a shared purpose. Wine in the Warehouse continues to grow not just in size but in heart, and we're already looking ahead to making 2025 even more impactful.

Your investment in this event fuels far more than one magical night—it sustains the Foundation's year-round mission of rooted philanthropy, placekeeping, and community-led transformation. As you review the attached metrics, we hope you'll see the real and lasting impact of your support on the people and place we all love.

Deanna James, President
St. Croix Foundation for Community Development
1023 Market Street, Christiansted, VI 00820
Tel: 340.773.09898 | www.stxfoundation.org
www.stxfoodandwine.com



SAVE THE DATE

Friday
December 5, 2025





Event Highlights

The Return of Chef Digby Stridiron & the Debut of Central High School Culinary Students

Chef Digby Stridiron's return to Wine in the Warehouse was a crowd favorite. This year, we had the honor of featuring the debut of Central High School's culinary students, led by the incredible Camisha Lynch. Their creative dishes showcased the next generation of chefs, adding a meaningful touch to the evening.



The Joy and Energy of the Moko Jumbies:

The vibrant and captivating Moko Jumbies added an electrifying element to the evening. Their towering presence and rhythmic performances engaged the crowd and brought smiles to everyone's faces, truly embodying the spirit of celebration and culture that defines St. Croix.

**OVER
\$50,000**

Raised to directly support our initiatives, including programs aimed at community revitalization, education, and sustainability efforts in St. Croix

A Delectable Wine Selection from CC1:

Guests were treated to an exceptional wine experience, with over **45 different wines** thoughtfully curated by CC1. From bold reds to crisp whites, the selection was a true highlight of the evening, allowing our attendees to indulge in world-class wines while supporting the St. Croix Foundation's mission.



"Kudos for such a wonderful event. I spoke with a couple of volunteers, and they felt this was a fantastic event—much more well-run and more fun than last year. The flow, the organization, everything. Big up to you and the team for pulling this together. It was a privilege and honor to be there beside you to put this together. Looking forward to next year!"
🍷🌞 ~ Xantowia Franklin, Volunteer



**500+
ATTENDEES**

**50+
VOLUNTEERS**

**8
TASTING
EXPERIENCES**



Marketing Metrics

SOCIAL MEDIA & DIRECT EMAIL

St. Croix Foundation utilizes social media and direct email as part of our communications for the Experience to increase exposure for Wine in the Warehouse and our valued sponsors.



Facebook

We are excited to share the results of our social media engagement for Wine in the Warehouse 2024, which shows impressive growth and reach across platforms. Here's a breakdown of the key metrics and performance:

Top Performing Posts

In terms of content types, photos were the top-performing format, followed by videos and reels, with an increased focus on visuals that resonated with our audience. Our Reels and Videos saw a strong 5.4% CTR, with content from announcements, the featured chef, and ticket sales seeing the most interaction.

The event posts and social media push contributed to great visibility and helped drive ticket sales with key posts garnering thousands of views and comments.



Total Views
174.1K

Reach
28.7K

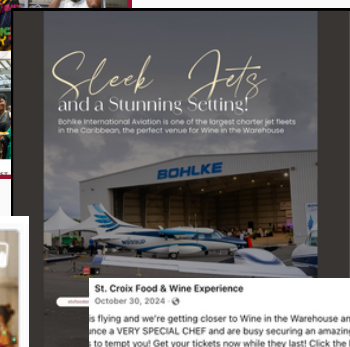
Content Reactions
2.4K

WATCH TIME

Our videos **accumulated over 16 hours and 49 minutes of watch time**, with **49%** of the views coming **from organic sources** and **51% from ads**.

GUEST FEEDBACK:

"I look forward to Wine in the Warehouse every year. There aren't many events in St. Croix where we can dress up and come together with community leaders, local business owners, and members for a good cause with great food and wine." – Anonymous



2024 Wine in the Warehouse ROI

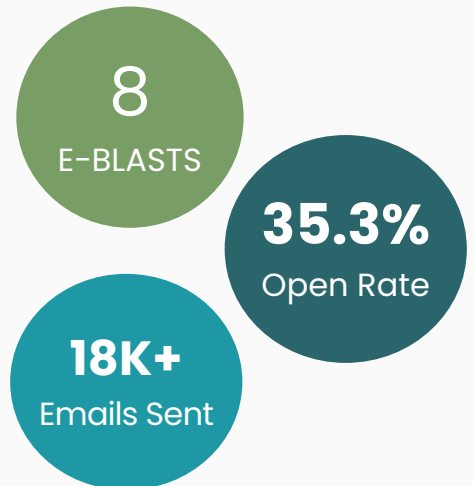
Marketing Metrics

2024 Email Campaign

Our 2024 email campaign for the St. Croix Food & Wine Experience's Wine in the Warehouse began in early October with the launch of ticket sales.

As a past sponsor, your support has been instrumental in achieving these results, helping us reach a broad audience and drive excitement around the event. For those who are potential sponsors, this data shows the effectiveness of our outreach efforts and the value of partnering with us.

By sponsoring Wine in the Warehouse, you not only gain visibility among a captivated audience but also play a vital role in supporting the St. Croix Foundation's mission to strengthen our community. We appreciate your consideration and look forward to exploring how we can collaborate to make the next event even more impactful.



2024 E-Blasts Deployed

10/15/2024: 2024 WIW - Tickets on Sale!

10/31/2024: Guess the Chef

11/14/2024: 2024 WIW Featured Chef - Tickets on Sale!

11/25/2024: Tickets Selling Fast!/ No Tickets at the Door!

11/29/2024: Let us get your holiday party started

12/04/2024: The Countdown is one!

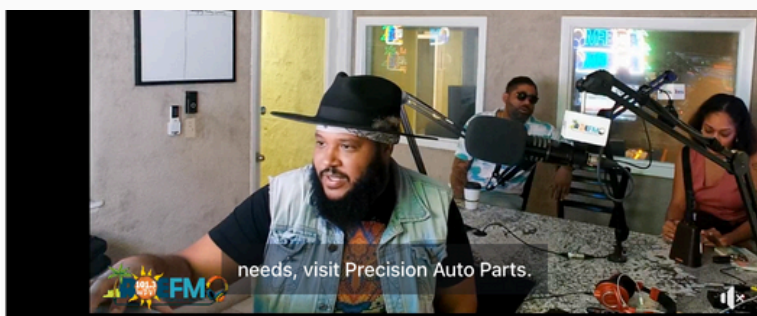
12/19/2024: Thank you for Coming!

RADIO ADS

2 versions of our ads ran from October through December on; **101.3 ROE FM, Isle 95, Sunny 99.5, 104.9 The Mongoose, Caribbean Country 93.5, Rumba 98.3, TropiX 90.7 WSKX**, and **nationally via the TuneIn app.**

LIVE STREAM INTERVIEWS

Two interviews with **2,000+ and 1,200+ views**, and **176+ and 175 comments**, respectively. We gave away 3 tickets during the live stream.



101.3 ROE FM WEVI was live.
December 4, 2024 · 🌐

Its The Bush Tea In The Morning Show !!! The Top Morning Radio Show in The VI!! Tune In On The Radio Facebook and the TuneIn App #Stcroix #StThomas #StJohn #Vir... See more



ST. CROIX FOOD & WINE experience

For Wine Lovers and Jet Setters!

Wine in the Warehouse is just around the corner, and tickets are selling fast! Don't miss out on this incredible evening of elegance, excitement, and philanthropy. **Friday, December 6th**, join us at **Bohlke International Aviation** from **6 to 9 PM** for an unforgettable experience featuring over 30 wines to explore, live music, and a beautiful setting surrounded by sleek jets.





Friday December 5, 2025

As a cherished supporter of St. Croix Foundation, we are thrilled to recognize your company as an esteemed sponsor of our premier event, Wine in the Warehouse, part of the St. Croix Food & Wine Experience.

Your partnership not only elevates your brand within a key demographic but also plays a crucial role in our community's holistic development. This year, with a renewed vision, your support is more impactful than ever. We invite you to join us in creating lasting change and to enjoy the exclusive benefits that come with your sponsorship:

LEGACY TREE

VIP GUEST ENTRY
40 Complimentary Tickets
Advance Ticket Purchase
Print & Digital Brand Recognition
Television Brand Recognition
Radio Mention
Event Promotional Insert*
Live Mention at all Events

\$250,000

BRANCH SUSTAINER

VIP GUEST ENTRY
20 Complimentary Tickets
Advance Ticket Purchase
Print & Digital Brand Recognition
Television Brand Recognition
Radio Mention
Event Promotional Insert*
Live Mention at all Events

\$100,000

ROOT BUILDER

VIP GUEST ENTRY
10 Complimentary Tickets
Advance Ticket Purchase
Print & Digital Brand Recognition
Radio Mention
Event Promotional Insert*
Live Mention at all Events

\$50,000

BUDDING HOPE

8 Complimentary Tickets
Print & Digital Brand Recognition
Prominent Brand Recognition
Radio Mention
Event Promotional Insert*
Live Mention at all Events

\$20,000

SEED PLANTER

6 Complimentary Tickets
Prominent Print & Digital Brand Recognition
Radio Mention
Live Mention at Event

\$10,000

SPROUT GUARDIAN

4 Complimentary Tickets
Print & Digital Brand Recognition
Radio Mention

\$5,000

WATERING CAN

2 Complimentary Tickets
Print & Digital Brand Recognition

\$2,500

IN-KIND DONATION

In-kind donors who support the event and its silent auction are recognized at the sponsor level equivalent to the value of their contribution. St. Croix Foundation encourages corporate citizens to contact lcxx@stxfoundation.org for more information.



SPONSOR BENEFITS

Exclusive Access

Receive a special invitation to the opening reception for St. Croix Foundation's Annual Philanthropy Retreat.

National Promotion

Benefit from national promotional opportunities through targeted social media campaigns.

Investment in Community & Placekeeping

Partnering with the St. Croix Foundation is more than a branding opportunity—it's an investment back into our community. As responsible fiscal stewards, we are deeply committed to placekeeping, preserving the unique character of our island, and fostering sustainable local development. Your sponsorship directly supports these efforts, strengthening the community we all call home.

Employee and Client Engagement

Reward your employees and special clients with a unique and valuable experience.

Extensive Media Exposure

Gain media exposure among food, wine, and lifestyle media outlets

We ask that all pledges are secured by **November 25, 2025** for inclusion in our printed sponsor boards.

ALL PROCEEDS FROM THE ST. CROIX FOOD & WINE EXPERIENCE DIRECTLY SUPPORT THE FOUNDATION'S CURRENT PROJECTS

Plant Your Seed of Support



At St Croix Foundation, we believe that philanthropy is more than just giving—it's about making a meaningful impact in the community we all call home.

How will you pledge?

- | | |
|--|------------|
| <input type="checkbox"/> Watering Can | \$2,500 |
| <input type="checkbox"/> Sprout Guardian | \$5,000 |
| <input type="checkbox"/> Seed Planter | \$10,000 |
| <input type="checkbox"/> Budding Hope | \$20,000 |
| <input type="checkbox"/> Root Builder | \$50,000 |
| <input type="checkbox"/> Branch Sustainer | \$100,000 |
| <input type="checkbox"/> Legacy Tree | \$250,000+ |
| <input type="checkbox"/> Other | _____ |

How often?

- ☐ One time Gift
☐ Annual
☐ Bi-Annually
☐ Quarterly



Donation Designation

Your contributions will directly impact vital areas such as **Community Revitalization, Data Collection, Advocacy & Public Policy, Nonprofit Capacity Building, Grantmaking, and Capital Infrastructure Development**, ensuring a brighter future for our community.

Recognition

You may request to be publicly recognized as a **St. Croix Food & Wine Experience Sponsor** for your contribution. Visit stxfoodandwine.com/become-a-sponsor/ and read our *Return on Investment* to learn how your gift will be acknowledged at your giving-level. *Those who wish to contribute an in-kind donation to the Foundation may also be recognized as a Sponsor. Please select your preference below:

- ☐ **Yes please, I wish to be recognized for my contribution as a Sponsor of the St. Croix Food & Wine Experience.** We ask that all pledges are secured by November 25, 2025, for inclusion in our printed sponsor boards.
- ☐ **No thank you, I would like my contribution to be anonymous.**

THANK YOU!

Your contribution helps support the work of the St. Croix Foundation.

Please return this form and your tax-deductible contribution via the email or mail listed below.

DONOR NAME _____

CONTACT NAME _____

MAILING ADDRESS _____ CITY _____ ST _____ ZIP CODE _____

PHONE _____ EMAIL _____

Payment Options .

- ☐ Check enclosed. Please make payable to St. Croix Foundation.
- ☐ Please invoice me. We agree to pay the full amount by _____ (date).
- ☐ Credit Card; Wish to give online? Visit us at <https://www.stxfoundation.org/sponsor-pledge/>

As a certified 501(c)3 all donations to the St. Croix Foundation are tax deductible to the extent allowed by law.

Thank You

Thank you for your investment, dedication, and continued support. Together, we are creating lasting impact for the Virgin Islands and the community we all serve.

**\$50
MILLION**

invested (not just granted)
into the Virgin Islands

**250+
NONPROFITS**

incubated and nurtured (some
you know & love) through fiscal
sponsorship since inception

**20+
YEARS**

SCF has provided rent-free
commercial space to local
public and social service
agencies for over 20 years.

LAUNCHED TERRITORY'S 1ST KIDS COUNT USVI DATA DASHBOARD

a significant step forward in making real-time data more
accessible to policymakers, nonprofits, and the community at
large.

**200+
PROPERTIES**

beautified in downtown
Christiansted and renovated 2
low-to-moderate-income
housing units as well as viable
commercial space in downtown
Christiansted

\$4 MILLION

Despite limited philanthropic
investments after Hurricane
Maria, SCF has awarded \$4M in
community resilience grants since
2017.



E-mail Address

lcx@stxfoundation.org

Phone Number

340-773-9898

Official Website

stxfoodandwine.com