



music
in the
vineyards

27th Annual
Chamber Music Festival
August 2 - 23, 2021

Music in the Vineyards Venue Requirements for 2021 Concert

Music in the Vineyards is a nationally-acclaimed chamber music festival held each August in the Napa Valley. The three-week festival showcases world-class artists-in-residence from the U.S., Europe and Canada performing new and classic chamber music repertoire in stunning winery settings. With complimentary wine tastings at each intermission and breathtaking views of the Wine Valley, this unique combination of Wine Country ambiance and world class talent allows artists and audiences alike to experience the intimacy of chamber music as it was intended to be performed.

The demographic of the typical MITV patron and wine country visitor: well educated professionals with incomes above \$100,000 and an appreciation of quality living. Our audiences are drawn from the Bay Area and northern California and beyond plus tourists from out of town. We have a large group of loyal patrons who come back year on year and who purchase tickets for more than one concert.

What we ask from each of our venues is free use of the concert space and a complimentary wine tasting for our patrons at the intermission. We look for spaces that can seat between 120 to 200 people. We provide and pay for all the staffing and equipment including chairs for the event, glasses for intermission, plus volunteer parking staff and if needed we can provide staff to pour wine at intermission. In return the winery will be given a complimentary full color advertisement in our concert program and listed in all our printed publications including the MITV brochure (print run 6,000). We also list the winery as a venue sponsor on our website with your logo, plus a link to your website and your name in all our social media posts and e-newsletters that go out to our patrons. The winery will be listed in all our PR material and will also be mentioned in the radio ads that run on KDFC in July. If there are particular ways in which you might like us to involve your wine club or ways in which we can encourage patrons at the concert to purchase your wine we are happy to discuss this.

Concerts begin at 7.30pm on Wednesdays, Fridays and at 5.00pm on Saturdays and Sundays but these times are open to negotiation depending on the tasting room opening hours and on whether the concert takes place indoors or outdoors. They generally last for two and a half hours including intermission. MITV completes a temporary event license application with Napa County for the event so there is no paperwork or applications required by the winery.

Covid -19 Pandemic Changes

This year due to the unique and uncertain circumstances caused by the pandemic we are working with our winery partners to identify both indoor and outdoor spaces where we can abide by the State and County regulations. We have set up a Covid Task Force with our board members to look at everything we do and will work with you to ensure that anyone coming on to your property as part of the festival follows the law. All our stage set ups and spacing for patrons and musicians will be in accordance with guidelines and any particular rules that you have in place for your winery. We are working out methods of assigning seats and asking patrons for vaccination and test results. We are hoping for a change in the regulations by August but will be prepared for whatever is in place.

Requirements on the day of the event:

- Access to the concert space from mid-morning for delivery of staging and chairs followed by time in the afternoon to run a rehearsal. Our stage manager oversees all the staging, lighting and equipment that we need and will take everything with him at the end of the evening. The staging and chairs would be collected the following day by the rental company.

- Some of our concerts make use of our grand piano. It is delivered and tuned on the day of the concert and then removed the following day along with the stage and chairs.
- One table outside the entrance to the concert space with a tablecloth and two chairs for Will Call desk.
- There are occasional pre-concert talks which take place at 6.30pm prior to the Wednesday concerts. The “doors” will open half an hour before the concert. The intermission with the wine tasting is normally about an hour after the start of the concert and lasts for 20 minutes.

We aim to make the event as easy as possible for you and can adapt to your requirements.