

# Patronage campagne

2024



# A cultural heritage to be revealed and transmitted to the greatest number

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**Bourgogne is the cradle of a great model of viticulture, archetype of terroir vineyards, which has shaped our landscapes and singular culture over the centuries.**

If our wines are recognized as amongst the best in the world, it is the reflection of our wine-making culture, the value of which was recognized by UNESCO in 2015 by inscribing the **Climats of the Bourgogne vineyards on the World Heritage List.**

Designed to make discover or rediscover Bourgogne's wine culture, the Cité des Climats et vins de Bourgogne provides the keys to understanding Bourgogne wines, revealing their richness, subtlety, and diversity. We are committed to making Bourgogne, renowned worldwide but at times considered mysterious as well, **accessible to everyone.**

The Cité is a place of life, thought registered in the heart of the territory, thanks to its location based on three emblematic sites: **Chablis, Beaune, and Mâcon.**

This Cité is a unique project that could not exist without the involvement of all Bourgogne lovers. Wine industry stakeholders, local and national companies, foundations, and fine wine enthusiasts... Take part with us in this great adventure by joining our patronage campaign.

Together, let's empower the genius of Bourgogne winemaking.

**Benoît de Charette,  
President**



# One Cité, three key locations



## Chablis, in the Petit Pontigny Cellar

Located in the heart of the village, a few steps from the vineyards, the Cité is housed in a building whose origins date back to the 12th century, authentic and intimate: the Petit Pontigny cellar, a place steeped in history since it is one of the monastic cradles that shaped Bourgogne winegrowing.



## Beaune, capital of Bourgogne wines

Architectural jewel inspired by the vine tendril, the Cité in Beaune offers a panoramic view of the surroundings. A true place of life committed to green tourism and sustainable practices, the Beaune sites houses the main Interpretation Center for the Climats of the Bourgogne vineyard, a UNESCO World Heritage Site.



## Mâcon, stopover on the banks of the Saône

In the heart of the cultural district, the Cité in Mâcon takes the form of a press screw, a strong architectural choice that invites you to discover the Mâconnais and the Côte Chalonnaise. The territory, identity and practices of the entire Bourgogne vineyard are highlighted, while promoting those of Southern Bourgogne.

# One Cité, three ambitions

Through this Cité rooted throughout the region, we carry three main ambitions and numerous projects to bring Bourgogne winegrowing to live and shine.

## OUR AMBITIONS

### Share our wine culture

Faced with a very rich natural and cultural heritage, but which can seem complex, we want to preserve and transmit to the greatest number what makes our wine culture. The Cité offers a comprehensive vision of the vineyard and the terroirs and aims to bear witness to the know-how and the special link between the winegrower and the land.

### Offer places of openness and innovation

Socio-economic obstacles, geographical distance, lack of time, need for support... Culture is still inaccessible to some. Our challenge is to make Cité moments inclusive and attractive to a broad audience, particularly by targeting young audiences and vulnerable audiences.

### Inspire a more sustainable world

Reconciling socio-economic progress and preservation of our planet is a major challenge. Our role is to contribute to this by encouraging all stakeholders in society to commit to more responsible solutions. The Cité wants to become the showcase for all the initiatives developed by the players in the sector and the symbol of green tourism.

## OUR PROJECTS

Enhancement and completion of the visitor trail - **Beaune**

Enhancement of the Petit Pontigny Cellar environment - **Chablis**

Cultural programme, capture and dissemination - **3 cités**

Specific programme for young audiences - **3 cités**

Creation of visitor aids and inclusive supports - **3 cités**

Enhancement of the wine-growing landscape - **Beaune & Mâcon**

Educational and professional offer - **3 cités**

Series of conferences and round tables - **3 cités**

Implementation of our CSR commitments - **3 cités**

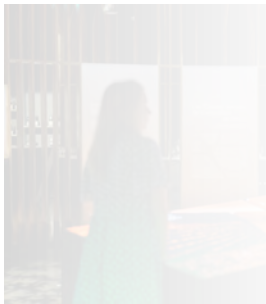
Priority projects are detailed in the appendix to this document.

# Join our 2024 Patronage Campaign

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After a successful first founding campaign, with over **5.5 million euros** raised at the time of closing in December 2023, and the strong support of over **80 corporate sponsors** and **90 individual donors**, we are now turning our intention to a **new campaign to carry out other ambitious and committed projects.**

Contribute to this unique and unifying project  
by becoming a **2024 vintage donor!**



# Recognition levels and procedures

2024

## Companion

for donation of €1,000 or more

or €400 after tax reduction

2024

## Patron

for donation of €10,000 or more

or €4,000 after tax reduction

2024

## Great Patron

for donation of €50,000 or more

or €20,000 after tax reduction

The exclusive benefits offered to our patrons vary according to this donation scale.

## STEPS TO BECOME A DONOR

1. Initial information
2. Exchange with Cité representatives about the procedure and desired benefits
3. Decision to participate in the campaign
4. Drafting of a patronage agreement
5. Effective donation and issuance of a tax receipt
6. **Benefit from the counterparts until 12/21/2025**

## YOUR ADVANTAGES

### A PRIVILEGED RECOGNITION PROGRAMME

The Cité des Climats et vins de Bourgogne offers you the opportunity to participate in the life of the Cité, with your employees and partners by benefiting from:

- privileged access to our cultural programme,
- exclusive visits and events,
- privatization of spaces,
- meeting with experts,
- visibility during our communication operations...

### ADVANTAGEOUS TAXATION

As French company, you can benefit from a tax reduction of up to 60% of the amount of your donation. Within the limit of €20,000 or 0.5% of turnover excluding VAT, with a possible carry-forward over the next five financial years in case of exceeding the threshold.

For example, a donation of €10,000 actually costs you only €4,000.

# Details of the benefits reserved for donors

## Enjoy visibility for your company

- Right to use the Cité's logo, name and images in your communications
- Acknowledgment and mention of your company in the Cité's communication
- Invitation to the annual donor evening
- Symbolic thank you object

## Forge a link with the main players in Bourgogne winegrowing

- Privileged meeting with experts during conferences and round tables
- Participation in prestigious wine tasting at the Cité

## Access to the Cité in a privileged way

- Free access to the three visitor trails
- Guided tour of the Cité
- Use of the Cité's spaces for your meetings and events

## Tailor-made advantages

Companion from €1,000	Patron from €10,000	Great Patron from €50,000
<ul style="list-style-type: none"> <li>3</li> </ul>	<ul style="list-style-type: none"> <li>4</li> </ul>	<ul style="list-style-type: none"> <li>4</li> </ul>
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on demand	on demand	on demand

For each benefit, the number of participations is calculated as precisely as possible, based on the actual amount of the donation.

# They already support us...

## GREAT FOUNDERS & GREAT PATRONS



## FOUNDERS & PATRONS



here is the complete list



# Contact

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[citeclimatsvins-bourgogne.com](http://citeclimatsvins-bourgogne.com)

An aerial photograph of a vineyard landscape. In the foreground, there are rows of green grapevines on a hillside. A dirt road winds through the vineyard. In the middle ground, a small town with a church spire is visible. The background shows rolling hills under a clear sky. The top of the image has a decorative border with a repeating diamond pattern.

# Appendix



# Project detail / Enhancement and completion of the visitor trail



## BEAUNE

The tour route will be completed, taking into account visitor feedback and the wishes of the wine sector.

For example, we'd like to integrate the **international dimension of Burgogne wine consumption**, to enable visitors to grasp the global influence of Burgogne wines. This theme will be presented in a new section at the end of the visitor trail, showing that Burgogne wines are alive and being tasted both here and abroad.

In addition, we'd like to create new documentary films to continue enriching our content and provide greater immersion for visitors. One of our aims is to create a film highlighting the beauty, diversity and contemporary nature of Burgundy's wineries.

# Project detail / Cultural programme, capture and dissemination



## CHABLIS / BEAUNE / MÂCON

In order to continue **enriching our cultural programme** and **improve the quality of our temporary exhibitions**, we will be investing in the refurbishment of the Salle Mosaïque in Beaune. New hanging, lighting and security systems will enable us to receive valuable and/or fragile pieces of art and documents and display them to our visitors.

As part of our drive to **make our resources accessible to as many people as possible**, and to build up a **digital cultural heritage**, we want to capture and broadcast Cité events, such as conferences, round tables and other meetings, in free access whenever possible. This can only be achieved by investing in audiovisual equipment.



# Project detail / Creation of visitor aids and inclusive supports



## CHABLIS / BEAUNE / MÂCON

In order to improve the **accessibility** of our visitor trails, we would like to implement several features so that everyone can enjoy the Cité experience.

We plan to **add new languages to our audio guides**, including Italian, Spanish, Portuguese, Japanese and Chinese, to welcome visitors from all over the world.

**Visioguides in French and international sign language** will also be created, to provide a better visitor experience for the hearing impaired.

We are also working on the **creation of FALC** (FACile à Lire et à Comprendre - easy to read and understand) supports to help the mentally disabled, and more generally anyone with comprehension difficulties, to visit our trails.

Finally, we are planning to publish **paper visitor guides** and an **exhibition catalog**.

# Project detail / Enhancement of the wine-growing landscape



## BEAUNE / MÂCON

To present the villages, appellations and Climats visible from the Belvédère in Beaune, **orientation tables** will be installed. The immersion in the heart of the vineyards, proposed within the visitor trail, will thus continue outside, making full use of the exceptional architecture of the Cité in Beaune.

**Points of interest** in Bourgogne Franche-Comté, as well as **UNESCO sites** in the surrounding area, will also be presented, in order to situate the Cité within its territory.

In a second phase, orientation boards will be created at the **top of the press screw in Mâcon**, to direct visitors back to the vineyards.