

Wine Down for a Cause 2026

Winery FAQ

October 1, 2026 | 5:00–7:30 p.m.

Last updated August 17, 2026. This FAQ will be updated as we receive additional questions.

What is expected from each winery or beverage partner?

Each participating winery should bring 2–4 wines or other approved beverages of its choosing for attendees to sample. We also encourage participants to offer products for sale during the event, subject to applicable Virginia ABC requirements. Each participating winery is also required to donate an item or experience to support the fundraiser. Donations may include wine, a wine package, tasting experience, winery tour, gift certificate, merchandise, or another item or experience.

Can we offer beverages other than traditional wines?

Yes. We welcome a variety of products and encourage participating wineries to consider bringing sparkling wine, hard cider, or other products they produce in addition to red, white, and rosé wines. Please include any products you are interested in sampling in your application.

Is there a fee to participate?

No. There is no vendor fee for selected beverage partners. Each participating beverage partner is required to contribute an item or experience to support the Wine Down for a Cause fundraiser.

Will participating beverage partners be paid?

No. Wine Down for a Cause is a charitable fundraising event, and participating beverage partners are not compensated. The event provides an opportunity to introduce your products to attendees, engage with potential new customers, and, where permitted, sell products during the event.

When do we need to provide our fundraiser donation?

Please provide the description and estimated retail value of your donation when you apply so we can include it in our event fundraising and promotional materials. If your donation is a physical item, you may bring it with you when you arrive for setup on October 1. Gift certificates or other digital items may be provided electronically in advance.

How many people are you expecting to attend?

This is our second year hosting Wine Down for a Cause. Approximately 100 people attended in 2025, and we anticipate approximately 125–150 attendees in 2026.

How will you promote the event?

Wine Down for a Cause will be promoted to Willowsford residents and the broader community through Conservancy and Farm email communications, social media, event webpages, Stroll Willowsford and BeLocal communications, resident and local social media groups, and participating event partners. We will provide participating beverage partners with event graphics and information to share through their own marketing channels, and we ask that all participants help promote the event through their available social media, email, and customer communications.

Do you have a Banquet Special Event License for the event?

We have applied for a Banquet Special Event License for nonprofit entities through Virginia ABC. We will provide participating beverage partners with our license number once it is issued so that they can apply for any required remote license.

What is the ticketing structure?

Adult attendees will purchase a ticket to Wine Down for a Cause, which will include admission, wine tastings, and a commemorative Wine Down for a Cause wine glass. Advance tickets will be available online, with day-of tickets available if the event has not sold out. Children may attend free of charge.

What is the setting for Wine Down for a Cause?

Wine Down for a Cause will take place outdoors on a relatively flat grassy area immediately adjacent to the Willowsford Farm Stand at 23595 Founders Drive in Ashburn.

How much space will each beverage partner have?

Most beverage partners will be assigned approximately a 10' x 10' space. If you use a mobile tasting trailer or require a different footprint, please provide the dimensions and setup information in your application so we can determine whether the site can accommodate it.

What equipment should each beverage partner provide?

Participants should provide

- Their own 10' x 10' tent or mobile tasting setup
- Table and chairs
- Coolers or tubs for ice
- Business signage and display materials
- Point-of-sale equipment for permitted onsite sales; and
- Any other equipment or supplies needed to operate their tasting station

What will Willowsford Farm provide?

- One commemorative Wine Down for a Cause wine glass for each adult attendee
- Additional plastic tasting cups, if needed
- Ice for beverage service
- Wi-Fi hotspot access
- Event-wide lighting
- Trash and recycling service

If you have additional setup needs or require an accommodation not listed above, please let us know in your application. Additional equipment or services are not guaranteed and must be arranged in advance.

When can we arrive and when must setup be complete?

Vendor arrival and setup will begin at 3:30 p.m. All tasting stations must be completely set up and ready for guests by 4:30 p.m. Participants will be able to drive into the event area during setup to unload near their assigned space. Vehicles must then be moved to designated vendor parking across the street before the event begins. Participants are expected to remain set up and participating through the conclusion of the event at 7:30 p.m. Breakdown may begin after the event concludes.

Is parking available?

Yes. Ample vendor parking will be available in the lot across the street from the Farm Stand. Participants may unload near their assigned space during setup but will need to move their vehicles to the designated parking area before the event begins. The Farm Stand parking lot will be reserved primarily for event attendees.

Are there restrooms at the Farm Stand?

Yes, although they are rustic! Two portable restrooms and a hand-washing station will be available onsite.

Will drinking water be available?

Yes. Willowsford Farm will provide bottled water for participating beverage partner teams. Please bring any additional water you may need for your tasting station or operations.

What does Wine Down for a Cause support?

Funds raised through Wine Down for a Cause will support Willowsford Farm's food access partnership with Dulles South Food Pantry, helping the Farm grow and donate fresh, certified organic produce directly to DSFP. The partnership helps expand access to fresh, locally grown food for families in our community.

What else will be available for attendees?

We plan to have two food trucks, live music, a children's activity, lawn games, and a picnic/seating area. The Willowsford Farm Stand will also be open during the event.

What happens if there is bad weather?

Wine Down for a Cause is planned as an outdoor event. Additional information about our inclement weather plans will be provided before the event.

Who is Willowsford Farm? Are you a nonprofit?

Willowsford Farm is part of Willowsford Conservancy, a 501(c)(3) nonprofit public charity in Loudoun County. The Farm grows certified organic produce, operates a CSA and Farm Stand, provides educational and community programs, and supports local food access partnerships through donations of Farm-grown produce.

Who is Stroll Willowsford?

Stroll Willowsford is a local magazine serving the Willowsford community. Its team also publishes BeLocal Loudoun, which connects residents with local businesses and resources. Stroll Willowsford is partnering with Willowsford Farm to help promote Wine Down for a Cause and secure event sponsors.

Who is Dulles South Food Pantry?

Dulles South Food Pantry is a nonprofit organization working to provide nutritious food and other resources to neighbors in need in the Dulles South community.

Have another question?

Please contact Sophie Lambert at slambert@willowsfordconservancy.org. We will continue to update this FAQ as event planning progresses.