



\$7,500	\$5,000	\$2,500	\$1,000	\$500
Toast of the Town Presenting	Champagne Sponsor	Bordeaux Sponsor	Cabernet Sponsor	Chardonnay Sponsor

Sponsorship Benefits

Complimentary VIP tickets (face value of \$100 each)	10	8	6	4	2
Extensive radio advertising and media exposure	★				
Private hospitality room for your guests (optional)	★				
Logo on Save the Date postcard, invitation & event poster	★	★			
Logo/listing & link on WineFest & DRS websites	LOGO	LOGO	LOGO	LOGO	Listing
E-newsletter spotlights your business	★	★	★	★	
Facebook/Instagram shout-out posts	8	6	4	2	1
Banner displayed at the event (you provide)	★	★	★		
Verbal recognition at the event	★	★	★	★	
Logo/listing in event program & slide show	1 page ad	LOGO	LOGO	LOGO	Listing
Logo displayed at event	LOGO	LOGO	LOGO	LOGO	Listing
Marketing "Toolkit" for you to promote participation	★	★	★	★	★

Custom Sponsorship Opportunities are Available

Ask about custom opportunities such as a private tasting room, custom ice sculpture, VIP wine glasses, food plates.
Call Dave Swinehart at (970) 449-6974 to discuss.

WineFest is a tasting benefit for



SAVE THE DATE

April 5, 2019

Marriott Hotel
Fort Collins



2018 MEDIA IMPRESSIONS

Digital Marketing

Social Media Marketing Campaign (2018 data)

Advertisements on Facebook and Instagram reaching more than 32,100 targeted individuals in Northern Colorado and generating 1,192 link clicks and 73,650 impressions.



E-blasts: Nine e-newsletters sent to 2,800+ between Dec 2018-April 2019 with sponsor recognition

Website: www.WineFestfc.org

Average Monthly visits 5,586
Average monthly impressions 29,600



Social Media Partners/Facebook Followers: Wine Fest has 893 followers, and here are a few of our social media partners (24-36 partners expected in 2019). **Total Facebook reach** (as of 8/30/18) **86,932**

Print Marketing

Save-the-Date Club Cards: 2,500 printed in November, 500 mailed and balance hand distributed at target venues by DRS board, staff and volunteers

Invitations: 400 printed and mailed invitations to past attendees and prospective attendees

Posters: 150 printed and distributed in Fort Collins and Loveland businesses

Newsletter mailed to 1,500+ addresses

Wine Fest program: 250 printed and distributed to guests at the event

Reaching 500+ affluent professionals — Guest Demographics

Gender: 45% Male 57% Female
Age: 84% 40 years and older
Education: 90% Bachelor's degree or better
Income: 73% \$75,000+ (42% \$100,000+)
Attendance: 500+ 80% from Northern Colorado

Radio Campaigns

Townsquare Media

(a \$6,600 value)



iHeart Media

(a \$11,900 value)



- Ticket giveaways on the six radio stations
- 210 PSA's (:30 second) and on-air DJ mentions
- Event listing on each of the six station's websites
- Event postings on each of the six radio station's Facebook pages
- On-air promotional interview on Counterpoint, hosted by Todd Harding

Total value of radio campaigns: \$18,500

Custom Toast of the Town Advertising

In partnership with the **Toast of the Town** presenting sponsor, Wine Fest will identify an advertising channel valued by the sponsor to co-brand and promote the event. For example, a half-page ad in NoCo Style Magazine in January or March (distribution: 252,000; readership 882,000).