October 6-8, 2017

Overview & Sponsorships 2017
WorcesterWineFestival.com
Welcome to the 1st Annual Worcester Wine Festival! Wine enthusiasts from all over the region will converge on Worcester from October 6-8 for our inaugural three-day festival.

The 2017 Festival will feature a series of events, held across the Greater Worcester area, designed to expand your palette, educate, inform and entertain. The Festival will culminate with a Grand Tasting held at historic Union Station in Worcester.

The Festival will organize and host events around Worcester including:

**Friday:** Kick-Off VIP Party
**Friday — Sunday:** Wine, beer and spirit dinners, brunches, & tastings with restaurants around Central Massachusetts; Cultural Tastings with various arts, music and cultural organizations
**Sunday:** Grand Tasting event at Union Station, Worcester

Local and national industry insiders and thought leaders will take part, helping to create a signature Festival that Worcester can be proud of!
At A Glance

- October 6-8, 2017
- 7-10 Wine, Beer and Spirit Dinners and Events held in Central MA
- Tasting Events partnered with regional art & music organizations
- Grand Tasting will feature 200+ wine/beer/spirit brands & 1,000+ Attendees are anticipated
- Confirmed support from regional media and visitor bureaus including DiscoverCentralMass, MassFoodies and MassLive
- Designated Driver tickets available
Signature Events

- **VIP Kick-Off Party**
  Start the Festival off at the VIP Kick-Off Party and taste wines from around the world while you meet new and old friends

- **Signature Dinners and Events**
  Chef creations paired with unique wines, beer and spirits for signature dinners and wine tasting events to sample unique wines in intimate and unique settings

- **Brunch**
  Saturday Brunch at designated eateries

- **Cultural Tasting Events**
  Art and music paired with wine

- **The Grand Tasting**
  Wineries, breweries, spirit distillers, local restaurants at our signature walk-around tasting event held at Historic Union Station
Sponsor Overview

The Worcester Wine Festival provides a unique marketing opportunity for participating partners and sponsors to include their brands into the Festival experience in a variety of interesting and exciting ways.

The culinary atmosphere in Worcester has exploded and we believe the Central Massachusetts area is ready to host an event like this!

The Festival will draw a discerning audience from all over Massachusetts, Rhode Island and Connecticut. Our sponsors are our partners, and their success is our success.

The Festival has many different levels of sponsorships available. We look forward to working with our partners to help them capitalize on this opportunity!
Promotional Strategy

To ensure the Festival’s success – and to provide a great return on our partner’s investment – we have developed a strategic and far-reaching promotional strategy that includes:

- State-of-the-art e-commerce website
- Penetrating social media presence
- Full public relations campaign
- Digital, radio and print advertising
- Cross-promotion with sponsors
- Partnerships with regional food media and visitor bureaus
Demographics

Worcester is located in the heart of the Commonwealth, and now more than ever is ready to host an upscale, wine and culinary event.

Our audience and attendees will come from all over Central Massachusetts, as well as the Metro West / Greater Boston area and the Greater Providence market. Our target demographic is highly-educated, affluent, culturally-sophisticated and knowledgeable about food and wine.

Leverage the Worcester Wine Festival to increase your exposure to this audience, reward customers and employees with tickets to the Grand Tasting or a Signature Wine Dinner or launch a new product or sample an existing one.

The possibilities are endless....
Sponsorships

There are a number of ways to partner with the Festival. We will design a marketing and Festival experience mix to feature and promote your brand.

- **Presenting Sponsor**
  The Worcester Wine Festival presented by...YOU! Naming Rights to the Festival and the sponsor’s name and logo will be included in all advertising and social media campaigns. The sponsorship also includes numerous other unique benefits.

- **Official Sponsors**

- **Exclusive Sponsors**
  The Festival offers “Exclusive Sponsorships” including Tote Bag, Tasting Glass, Designated Driver, and more.

- “Gold Level” Sponsors
- “Silver Level” Sponsor
- Program Book Advertising
- Music or Art Event Sponsorship
- ..and more!
Presenting Sponsor

The Presenting Sponsor will be given Naming Rights (i.e., Worcester Wine Festival presented by “your organization”) to the entire Festival. The Partner’s name will be included in all communications including advertising, public relations, signage, posters, brochures, social media, video, print materials and more. In addition, you will be entitled to many other exclusive benefits and opportunities to build goodwill and strengthen your brand.

Web Presence
The Sponsor will be shown as the “Presenting Sponsor” on the website and included in the general Sponsor section with a link to the Sponsor website.

Grand Tasting
• Logo included on Welcome Banner displayed at entrance as well as all other signage
• MC announcements at Grand Tasting
• Logo on Grand Tasting Tote Bag
• Sponsor materials included in Grand Tasting Tote Bag
• Provided (1) display table at the Grand Tasting
• Provided (20) admission tickets for Grand Tasting
• Logo printed on Grand Tasting 21+ Wrist Band

Social Media
The Sponsor will be given special messaging on Festival social media.

E Mail
The Sponsor will appear on 100% of the Festival e-mail blasts.

VIP Kick-Off Party
The Sponsor will be given (6) tickets to VIP Kick-Off Party.

Festival Program Booklet Advertising
The Sponsor will be provided the Back Cover and (1) full page ad in the Festival Program Booklet.

Signature Dinner
The Sponsor will be provided (4) tickets to one of the Signature Dinners or Events during the Festival.

Festival Staff T-Shirt
The Sponsor’s logo will appear on the Festival’s Staff T-Shirt.

Festival Tote Bag
The Sponsor’s logo will appear on the Festival’s Tote Bag and be given the opportunity to put gift/coupon/message in the bag.

Festival Logo
The Sponsor will be allowed to use the Worcester Wine Festival logo until 10/31/17.

Sponsor Investment: $15,000
Official Sponsor

The 2017 Worcester Wine Festival will provide category exclusive sponsorships in the following categories: Bank, Insurance, Law Firm and Accounting Firm. These category sponsors will receive a variety of unique benefits and opportunities to build goodwill and strengthen your brand.

An “Official Provider” sponsorship includes unique benefits including:

**Web Presence**
The Sponsor will be shown as the “Official Provider” of a service and included in the general Sponsor section of the Festival website with a link to the Sponsor website.

**Grand Tasting**
- Sponsor shown on banner displayed at the Grand Tasting announcing it as a “Official” sponsor
- Introduced and Thanked at Grand Tasting by MC
- Logo on Grand Tasting Tote Bag
- Sponsor materials included in Grand Tasting Tote Bag
- Provided (1) display table at the Grand Tasting
- Provided (6) admission tickets for Grand Tasting

**Social Media**
The Sponsor will be given special messaging on Festival social media.

**E Mail**
The Sponsor will appear on 100% of the Festival e-mail blasts.

**VIP Kick-Off Party**
The Sponsor will be given (2) tickets to VIP Kick-Off Party.

**Festival Program Booklet Advertising**
The Sponsor will be provided a full-page ad in the Festival Program Booklet.

**Festival Tote Bag**
The Sponsor will be given the opportunity to put gift/coupon/message in the Festival Tote Bag.

**Signature Dinner**
The Sponsor will be provided (4) tickets to a Signature Dinner during the Festival.

**Festival Logo**
The Sponsor will be allowed to use the 2017 Worcester Wine Festival logo until 10/31/17.

**Sponsor Investment: $7,500**
Gold Sponsor

The 2017 Worcester Wine Festival offers a unique and exciting way to raise the awareness of your brand. Sponsorships bring visibility, extend goodwill and capitalize on the energy and excitement of the Festival.

A “Gold” level sponsorship includes unique benefits including:

**Web Presence**
The Sponsor will be included in the general Sponsor section of the Festival website with a link to the Sponsor website.

**Grand Tasting**
- Sponsor shown on banner displayed at the Grand Tasting announcing it as a “Gold” sponsor
- Introduced and Thanked at Grand Tasting by MC
- Sponsor materials included in Grand Tasting Tote Bag
- Provided (1) display table at the Grand Tasting
- Provided (4) admission tickets for Grand Tasting

**Social Media**
The Sponsor will be given special messaging on Festival social media.

**E Mail**
The Sponsor will appear on 100% of the Festival e-mail blasts.

**VIP Kick-Off Party**
The Sponsor will be given (2) tickets to VIP Kick-Off Party.

**Festival Program Booklet Advertising**
The Sponsor will be provided a full-page ad in the Festival Program Booklet.

**Festival Tote Bag**
The Sponsor will be given the opportunity to put gift/coupon/message in the Festival Tote Bag.

**Signature Dinner**
The Sponsor will be provided (2) tickets to a Signature Dinner during the Festival.

**Festival Logo**
The Sponsor will be allowed to use the 2017 Worcester Wine Festival logo until 10/31/17.

**Sponsor Investment: $5,000**
Silver Sponsor

The 2017 Worcester Wine Festival offers a unique and exciting way to raise the awareness of your brand. Sponsorships bring visibility, extend goodwill and capitalize on the energy and excitement of the Festival.

A “Silver” level sponsorship includes unique benefits including:

**Web Presence**
The Sponsor will be included in the general Sponsor section of the Festival website with a link to the Sponsor website.

**VIP Kick-Off Party**
The Sponsor will be given (2) tickets to VIP Kick-Off Party of the Festival.

**Grand Tasting**
- Sponsor shown on banner displayed at the Grand Tasting announcing it as a “Silver” sponsor
- Provided (4) admission tickets for Grand Tasting

**E Mail**
The Sponsor will appear on 100% of the Festival e-mail blasts

**Festival Program Booklet Advertising**
The Sponsor will be provided a full-page ad in the Festival Program Booklet.

**Festival Logo**
The Sponsor will be allowed to use the 2017 Worcester Wine Festival logo until 10/31/17

Sponsor Investment: $1,500
Program Book Advertiser

The 2017 Worcester Wine Festival offers a unique and exciting way to raise the awareness of your brand. Sponsorships bring visibility, extend goodwill and capitalize on the energy and excitement of the Festival.

The program book will be printed in full color and given to each attendee of the grand tasting where they have the opportunity to learn more about the wines presented and take their own notes. The program book will also exist in digital format and emailed to all attendees.

**Full Page – Inside Front Cover**
Ad Cost: $900

**Full Page – Back Cover**
Ad Cost: $900

**Full Page**
Ad Cost: $750

**Half Page**
Ad Cost: $500
Tote Bag Sponsor

The 2017 Worcester Wine Festival offers a unique and exciting way to raise the awareness of your brand. Sponsorships bring visibility, extend goodwill and capitalize on the energy and excitement of the Festival.

The “Tote Bag” sponsorship includes unique benefits including:

**Web Presence**
The Sponsor will be included in the general Sponsor section of the Festival website with a link to the Sponsor website.

**Grand Tasting**
- Sponsor shown on banner displayed at the Grand Tasting announcing it as a “Tote Bag” sponsor
- Introduced and Thanked at Grand Tasting by MC
- Logo on Front of Grand Tasting Tote Bag
- Sponsor materials included in Grand Tasting Tote Bag
- Provided (4) admission tickets for Grand Tasting

**Social Media**
The Sponsor will be given special messaging on Festival social media.

**Festival Program Booklet Advertising**
The Sponsor will be provided a full-page ad in the Festival Program Booklet.

**Festival Tote Bag**
The Sponsor’s logo will appear on the Festival’s Tote Bag and be given the opportunity to put gift/coupon/message in the bag.

**Signature Dinner**
The Sponsor will be provided (2) tickets to a Signature Dinner during the Festival

**Festival Logo**
The Sponsor will be allowed to use the 2017 Worcester Wine Festival logo until 10/31/17

**VIP Kick-Off Party**
The Sponsor will be given (2) tickets to VIP Kick-Off Party

**Sponsor Investment: $5,000**
Tasting Glass Sponsor

The 2017 Worcester Wine Festival offers a unique and exciting way to raise the awareness of your brand. Sponsorships bring visibility, extend goodwill and capitalize on the energy and excitement of the Festival.

The “Tasting Glass” sponsorship includes unique benefits including:

**Web Presence**
The Sponsor will be included in the general Sponsor section of the Festival website with a link to the Sponsor website.

**Grand Tasting**
- Sponsor shown on banner displayed at the Grand Tasting announcing it as a “Tasting Glass” sponsor
- Introduced and Thanked at Grand Tasting by MC
- Logo on Front of Grand Tasting Tasting Glass
- Sponsor materials included in Grand Tasting Tote Bag
- Provided (4) admission tickets for Grand Tasting

**Social Media**
The Sponsor will be given special messaging on Festival social media.

**VIP Kick-Off Party**
The Sponsor will be given (2) tickets to VIP Kick-Off Party.

**Festival Program Booklet Advertising**
The Sponsor will be provided a full-page ad in the Festival Program Booklet.

**Festival Tote Bag**
The Sponsor will be given the opportunity to put gift/coupon/message in the Festival Tote Bag.

**Signature Dinner**
The Sponsor will be provided (2) tickets to a Signature Dinner during the Festival.

**Festival Logo**
The Sponsor will be allowed to use the 2017 Worcester Wine Festival logo until 10/31/17.

**Sponsor Investment:** $5,000