

Crested Butte Wine & Food Festival

July 26th-30th, 2017



Corporate Sponsorship Rights & Benefits Packages

- *Custom Sponsorship Packages are available upon request*

Title Sponsorship of the Crested Butte Wine & Food Festival

Title Sponsorship of the Crested Butte Wine & Food Festival Rights and Benefits

Category Exclusivity

- Sponsor name receives exclusive, Top-level Title “above the Crested Butte Wine & Food Festival” marquee status (e.g. *Your Company Name* presents the Crested Butte Wine & Food Festival)
- You are guaranteed dominant presence to a live audience estimated to exceed (2000 anticipated attendance) people.
- Lock out your competitors by becoming the only business in your industry promotionally associated with the Crested Butte Wine & Food Festival.
- Use of Crested Butte Wine & Food Festival logo statewide through end of year.

Media Coverage

- Logo or audio recognition in all paid and media partner promotional advertising from media partners valued at \$27,750:
 - Newspaper(s) (Crested Butte News, Gunnison Country Times, Montrose Daily Press, Salida Daily Post, North Fork Merchant Harold, The Mountain Mail, and Delta County Independent) Logo in (Half to quarter page ads) of display advertising, valued at \$1350 x 5 weeks of runtime = \$6,750
 - Magazines (5280, Boulder Weekly Summer Scene, Mountain Living Magazine, Gunnison Country Magazine, Menu Magazine, Springs Magazine, and Denver Life Magazine) in eight (8) spots valued at \$13,600
 - Radio (National Public Radio, and KBUT) – Audio recognition in four (4) spots valued at \$1000
 - Digital Marketing (Mountain Living, Edible Southwest Colorado, and Travel Crested Butte) in x twenty-one (21) spots valued at \$7,400
- Exclusive Title Sponsor status in all press kits and general news releases

Online & E-Marketing

- Crested Butte Wine & Food Festival Website
 - Recognition on Crested Butte Wine & Food Festival’s www.cbwineandfood.org website and Center for the Arts website www.crestedbuttearts.org
 - Logo and link on home page
 - Logo and twenty-five (25) word company profile on Sponsor Page
- Inclusion in social media campaign, and specific/relevant promotions of the Crested Butte Wine & Food Festival

- Recognition on Facebook Posts (Crested Butte Wine & Food Festival, Center for the Arts, and Larimer and Associates Facebook Pages) with over 15,000 followers *Posts span from March through July with bi-weekly to weekly posts*
- Opportunity to provide content for the Crested Butte Wine & Food Festival social media outlets including Facebook Fan page, Twitter posts and Instagram
- Recognition on Instagram and Twitter feeds and posts
- Mailing Lists Logo inclusion on all email newsletters (Crested Butte Wine and Food Festival, Larimer Associates and Center for the Arts – Over 12,000 subscribers)

On-Site Exposure

- Top-level, Title Sponsor logo recognition with the Crested Butte Wine & Food Festival and its associated events and activities
- Logo recognition on Welcome Banner placed at the home of the Crested Butte Wine & Food Festival, the Center for the Arts
- Logo recognition on the Festival Banner displayed at the Crested Butte Wine & Food Festival events (all twenty events)
- Right to have ten (10) of your logo banners displayed at Crested Butte Wine & Food Festival events
- Right to display inflatable/ popup banner
- Use of 6' x 6' exhibition space in premium traffic location to use to display, sample, distribute coupons etc. (all tasting events)
- Live recognition by event presenter prior to each activity/event
- Participation in Tasting Events and Grand Tasting Industry Hour

Full Promotional Materials

- Top-level, Title Sponsor logo recognition in all Crested Butte Wine & Food Festival collateral promotional material including:
 - Tickets and entrance lanyards
 - 3,000 promotional flyers/tri-fold brochures distributed state wide
 - 100 posters distributed county wide

Official Program

- Top level recognition in the Crested Butte Wine & Food Festival Official Spectator Guide/Program, with a circulation of 1500 copies distributed to spectators:
 - Logo recognition on cover
 - Title Sponsor logo position on interior sponsor recognition “Marquee”
 - Full page, color advertisement with choice of premium placement (value \$600)

Customer Relations and Staff Benefits

- VIP Hospitality Package includes:
 - Four (4) VIP passes (providing credentials for access to Hospitality areas at select tasting events) for each day of the Crested Butte Wine & Food Festival
 - Four (4) all access passes to all seminars, lunches, and outdoor adventures

- Two (2) tickets to Winemaker Dinners (two dinners)
- Twelve (12) General admission tickets to the Grand Tasting to distribute to employees or use as a sales promotion
- Opportunity to purchase additional General Admission tickets to the Grand Tasting for 50% off retail price \$80 (limit 20)
- Opportunity to create special staff incentives and recognition programs with the Crested Butte Wine & Food Festival

Title Sponsorship Cost

- \$10,000



Presenting Sponsorship of the Crested Butte Wine & Food Festival

Presenting Sponsorship of the Crested Butte Wine & Food Festival Rights and Benefits

Media Coverage

- Logo or audio recognition in all paid and media partner promotional advertising from media partners valued at \$27,750:
 - Newspaper(s) (Crested Butte News, Gunnison Country Times, Montrose Daily Press, Salida Daily Post, North Fork Merchant Harold, The Mountain Mail, and Delta County Independent) Logo in (Half to quarter page ads) of display advertising, valued at \$1350 x 5 weeks of runtime = \$6,750
 - Magazines (5280, Boulder Weekly Summer Scene, Mountain Living Magazine, Gunnison Country Magazine, Menu Magazine, Springs Magazine, and Denver Life Magazine) in eight (8) spots valued at \$13,600
 - Radio (National Public Radio, and KBUT) – Audio recognition in four (4) spots valued at \$1000
 - Digital Marketing (Mountain Living, Edible Southwest Colorado, and Travel Crested Butte) in x twenty-one (21) spots valued at \$7,400
- Presenting Sponsor status in all press kits and general news releases

Online & E-Marketing

- Crested Butte Wine & Food Festival Website
 - Recognition on Crested Butte Wine & Food Festival's www.cbwineandfood.org website and Center for the Arts website www.crestedbuttearts.org
 - Logo and link on home page
 - Logo and link on Sponsor Page
- Inclusion in social media campaign, and specific/relevant promotions of the Crested Butte Wine & Food Festival
 - Recognition on Facebook Posts (Crested Butte Wine & Food Festival, Center for the Arts, and Larimer and Associates Facebook Pages) with over 15,000 followers *Posts span from March through July with bi-weekly to weekly posts*
 - Opportunity to provide content for the Crested Butte Wine & Food Festival social media outlets including Facebook Fan page, Twitter posts and Instagram
 - Recognition on Instagram and Twitter feeds and posts

- Mailing Lists Logo inclusion on all email newsletters (Crested Butte Wine and Food Festival, Larimer Associates and Center for the Arts – Over 12,000 subscribers)

On-Site Exposure

- High-level, Presenting Sponsor logo recognition with the Crested Butte Wine & Food Festival and its associated events and activities
- Logo recognition on Welcome Banner placed at the home of the Crested Butte Wine & Food Festival, the Center for the Arts
- Logo recognition on the Festival Banner displayed at the Crested Butte Wine & Food Festival events (all twenty events)
- Use of 6' x 6' exhibition space in premium traffic location to use to display, sample, distribute coupons etc. (all tasting events)
- Live recognition by event presenter prior to each activity/event
- Participation in Tasting Events and Grand Tasting Industry Hour

Full Promotional Materials

- High-level, Presenting Sponsor logo recognition in all Crested Butte Wine & Food Festival collateral promotional material including:
 - 3,000 promotional flyers/tri-fold brochures distributed state wide
 - 100 posters distributed county wide

Official Program

- High-level recognition in the Crested Butte Wine & Food Festival Official Spectator Guide/Program, with a circulation of 1500 copies distributed to spectators:
 - Prominent logo recognition on Sponsor Page
 - Full page, color advertisement (value \$550)

Customer Relations and Staff Benefits

- VIP Hospitality Package includes:
 - Two (2) VIP passes (providing credentials for access to Hospitality areas at select tasting events) for each day of the Crested Butte Wine & Food Festival
 - Two (2) all access passes to all seminars, lunches, and outdoor adventures
 - Two (2) tickets to a Winemaker Dinner (must specify)
 - Six (6) General admission tickets to the Grand Tasting to distribute to employees or use as a sales promotion
 - Opportunity to purchase additional General Admission tickets to the Grand Tasting for 50% off retail price \$80 (limit 10)

Presenting Sponsorship Cost

- \$5,000

Associate Sponsorship of the Crested Butte Wine & Food Festival

Associate Sponsorship of the Crested Butte Wine & Food Festival Rights and Benefits

Media Coverage

- Associate Sponsor status in all press kits and general news releases

Online & E-Marketing

- Crested Butte Wine & Food Festival Website
 - Recognition on Crested Butte Wine & Food Festival's www.cbwineandfood.org website and Center for the Arts website www.crestedbuttearts.org
 - Medium Logo on home page
 - Medium Logo on Sponsor Page
- Mailing Lists Logo inclusion (medium) on all email newsletters (Crested Butte Wine and Food Festival, Larimer Associates and Center for the Arts – Over 12k subscribers)

On-Site Exposure

- Associate Sponsor logo recognition with the Crested Butte Wine & Food Festival and its associated events and activities
- Medium Logo recognition on Welcome Banner placed at the home of the Crested Butte Wine & Food Festival, the Center for the Arts
- Medium Logo recognition on the Festival Banner displayed at the Crested Butte Wine & Food Festival events (all twenty events)
- Use of 6' x 6' exhibition space in premium traffic location to use to display, sample, distribute coupons etc. (all tasting events)
- Live recognition by event presenter prior to each activity/event
- Participation in Tasting Events and Grand Tasting Industry Hour

Full Promotional Materials

- Associate Sponsor logo recognition in all Crested Butte Wine & Food Festival collateral promotional material including:
 - 3,000 promotional flyers/tri-fold brochures distributed state wide
 - 100 posters distributed county wide

Official Program

- Recognition in the Crested Butte Wine & Food Festival Official Spectator Guide/Program, with a circulation of 1500 copies distributed to spectators:
 - Medium Logo recognition on Sponsor Page
 - Half page, color advertisement (value \$225)

Customer Relations and Staff Benefits

- VIP Hospitality Package includes:
 - Two (2) passes to all tasting events
 - Two (2) all access passes to all seminars
 - Six (4) General admission tickets to the Grand Tasting to distribute to employees or use as a sales promotion
 - Opportunity to purchase additional General Admission tickets to the Grand Tasting for 50% off retail price \$80 (limit 6)

Associate Sponsorship Cost

- \$3,000



Supporting Sponsorship of the Crested Butte Wine & Food Festival

Supporting Sponsorship of the Crested Butte Wine & Food Festival Rights and Benefits

Online & E-Marketing

- Crested Butte Wine & Food Festival Website
 - Recognition on Crested Butte Wine & Food Festival's www.cbwineandfood.org website and Center for the Arts website www.crestedbuttearts.org
 - Small Logo on home page
 - Small Logo on Sponsor Page

On-Site Exposure

- Associate Sponsor logo recognition with the Crested Butte Wine & Food Festival and its associated events and activities
- Small Logo recognition on Welcome Banner placed at the home of the Crested Butte Wine & Food Festival, the Center for the Arts
- Small Logo recognition on the Festival Banner displayed at the Crested Butte Wine & Food Festival events (all twenty events)

Full Promotional Materials

- Associate Sponsor logo (small) recognition in all Crested Butte Wine & Food Festival collateral promotional material including:
 - 3,000 promotional flyers/tri-fold brochures distributed state wide

Official Program

- Recognition in the Crested Butte Wine & Food Festival Official Spectator Guide/Program, with a circulation of 1500 copies distributed to spectators:
 - Small Logo recognition on Sponsor Page
 - Quarter page, color advertisement (value \$100)

Customer Relations and Staff Benefits

- VIP Hospitality Package includes:
 - Two (2) passes to all tasting events

Supporting Sponsorship Cost

- \$1,000



Contributing Sponsorship of the Crested Butte Wine & Food Festival

Contributing Sponsorship of the Crested Butte Wine & Food Festival Rights and Benefits

Online & E-Marketing

- Crested Butte Wine & Food Festival Website
 - Recognition on Crested Butte Wine & Food Festival's www.cbwineandfood.org website and Center for the Arts website www.crestedbuttearts.org
 - Company Listing on home page
 - Company Listing on Sponsor Page

On-Site Exposure

- Company Listing recognition with the Crested Butte Wine & Food Festival and its associated events and activities
- Company Listing recognition on Welcome Banner placed at the home of the Crested Butte Wine & Food Festival, the Center for the Arts
- Company Listing recognition on the Festival Banner displayed at the Crested Butte Wine & Food Festival events (all twenty events)

Full Promotional Materials

- Contributing Sponsor Company Listing recognition in all Crested Butte Wine & Food Festival collateral promotional material including:
 - 3,000 promotional flyers/tri-fold brochures distributed state wide

Official Program

- Recognition in the Crested Butte Wine & Food Festival Official Spectator Guide/Program, with a circulation of 1500 copies distributed to spectators:
 - Company Listing recognition on Sponsor Page

Customer Relations and Staff Benefits

- VIP Hospitality Package includes:
 - Two (2) passes to the Grand Tasting event

Contributing Sponsorship Cost

- \$500



Crested Butte Wine & Food Festival
Custom Sponsorship – *available upon request*

Please contact Erica Daugherty, Development Director
Erica@crestedbuttearts.org or 970-349-7487 ext. 7

	Title Sponsor	Presenting Sponsor	Associate Sponsor	Supporting Sponsor	Contributing Sponsor
<u>Exclusivity</u>	Top Level Logo				
Marquee Status	✓				
Dominate Presence	✓				
Lock out Competitors	✓				
Use of W&F Logo	✓				
<u>Media</u>	Top Level Logo	High Level Logo	Medium Level Logo		
Regional Newspapers	✓	✓			
Statewide Magazines	✓	✓			
Radio	✓	✓			
Digital Marketing	✓	✓	✓		
<u>Online</u>	Top Level Logo	High Level Logo	Medium Level Logo	Small Level Logo	Company Listing
Company Profile on Website	✓				
Company Link on Website	✓	✓			
Logo on Social Media	✓	✓			
Logo in E-Newsletter	✓	✓	✓		
Company Logo on Website	✓	✓	✓	✓	Listing
<u>Onsite</u>	Top Level Logo	High Level Logo	Medium Level Logo	Small Level Logo	Company Listing
Company Banner Placement	10 banners				
Pop up Banner display	✓				
Exhibition Space	✓	✓	✓		
Live Recognition	✓	✓	✓		
Participation in Tasting Events	✓	✓	✓		
Welcome Banner	✓	✓	✓	✓	Listing
<u>Full Promotional Materials</u>	Top Level Logo	High Level Logo	Medium Level Logo	Small Level Logo	Company Listing
Tickets	✓				
Lanyards	✓				
Posters	✓	✓	✓		
State wide brochures	✓	✓	✓	✓	Listing
<u>Official Program</u>	Top Level Logo	High Level Logo	Medium Level Logo	Small Level Logo	Company Listing
Sponsor Recognition	Marquee	Sponsor page	Sponsor page	Sponsor page	
Ad Placement	Full page with placement choice	Full page Sponsor page	Half Page Sponsor page	Quarter Page Sponsor page	Listing
Logo Recognition	Cover	Sponsor page	Sponsor page	Sponsor page	Listing
<u>Benefits</u>	<u>Number of Tickets</u>	<u>Number of Tickets</u>	<u>Number of Tickets</u>	<u>Number of Tickets</u>	<u>Number of Tickets</u>
Staff Incentives	✓				
VIP Passes	4	2			
Winemaker Dinners	2 each dinner	2 choice of one dinner			
All Access Passes (seminars, lunches, outdoor adventures)	4	2	2 (seminars only)		
Tasting Events	4	2	2	2	
Grand Tasting	12	6	4	2	2
50% off on Grand Tasting	20	10	6		
Sponsorship Cost	\$10,000	\$5,000	\$3,000	\$1,000	\$500