



Hudson Valley Wine & Food Fest

Sponsorship
Opportunities

Reach Your Target Market

...and have *fun* doing it!

A Proven Track Record

2016 will be the 15th year of the Hudson Valley Wine & Food Fest, an event that highlights the bounty of food and spirits available in the Hudson Valley and provides an ideal day in the country for anyone who loves the “foodie” lifestyle.

This event is a registered NY State Farm Market allowing New York wineries, distilleries and breweries to sell their product by the bottle, providing an amazing opportunity for gourmet shoppers.

Event Features:

- wine & spirits tasting from more than 75 NY Wineries
- beer sampling
- extensive selection of gourmet specialty foods
- fine arts, crafts and home goods
- cooking demonstrations
- beer and wine seminars
- unique food trucks and food concessions
- live music and other activities

The Audience You Want To Reach

Sponsoring the Hudson Valley Wine & Food Fest affords you a unique opportunity to build brand awareness and connect with your clientele in an exciting and enjoyable atmosphere.

Our event draws attendance from all of eastern New York State including the metropolitan areas of Albany and New York City as well as Long Island, western Connecticut (Danbury & Hartford), northern New Jersey and western Massachusetts.

The Hudson Valley itself ranks among the highest in the nation for effective buying power, households with over \$150,000 income, household expenditures and concentration of employment in “industries of the future”.

The educated, discerning consumer that attends our event provides a multitude of marketing opportunities for Sponsors. Our venue has been host to many sponsors for product launches, client entertaining events and extended brand exposure. We market all year-round and have the advantage of being co-branded along with the Dutchess County Fairgrounds in all of their marketing thereby extending our Sponsor’s exposure.

Take advantage of Sponsorship of the Hudson Valley Wine & Food Fest to:

- Launch a new product or new model with sampling, demonstrations on our Demo Stage or unveiling event
- Reward clients with a VIP Tent, special Dinner or Wine Tasting
- Reward employees and clients with Fest tickets
- Expose your brand with signage and co-branded advertising before and during the events



A Solid PR Strategy

We invest in a relationship with our Sponsors to deliver top-notch results. We have had countless articles written about the event as a result of our relationships with journalists; we believe advertising is important as well, of course – but feel that having editorial written about our event really shares the story, a win for everyone involved.

Our analytics reports show that website traffic doubled over last year, with almost 35,000 visitors to our website in the month of August alone. Sponsors who are listed on our website, particularly those at levels which allow us to hyperlink to their sites, can expect their own audiences to grow as a result of their involvement with our event.

Our Strategy includes:

- daily posts to Facebook and Twitter pages
- regular posts to blog
- twice-monthly press releases leading up to the event, with quotes from some of our sponsors and partners
- distribution of press releases to a targeted media list of 500-plus journalists in the tri-state area who cover wine, food, beer, tourism, and travel
- distribution of press releases over PR Web newswire service
- ongoing media relations and blogger outreach
- public speaking engagements
- radio interviews
- keyword-rich blogs to ramp up SEO results
- ongoing cross-promotion of our sponsors on social media
- email marketing
- letters to the editor
- partnerships with tourism promotion agencies, Woodstock Film Festival, Tanglewood, I Love New York, TASTE NY, and the office of the New York State Governor
- special press tours to the event with media reception

Trust us, you want to be aligned with these events. Become a sponsor, and you will enjoy the benefits of all of this publicity too.

Hudson-Chatham Winery
Glens, NY • Columbia County

WINE	PRICE
<i>... wine with a delightful citrusy finish reminiscent of a ...</i>	\$12.00
<i>RED - A delicious Beaujolais-style red crafted ... It's a body yet smooth-finishing red that is</i>	\$14.00
<i>... Race is a grape that produces a Pinot ... cherry, plum, and vanilla, with lovely ... of 88 points in Wine Enthusiast magazine</i>	\$21.00

Broad Media Coverage

Our Media strategy covers print, outdoor advertising, radio, cable television and the internet.

Media Impressions

Print:

Rack Cards – 50,000
Advanced Distribution of Taster's Guide in Poughkeepsie Journal - 50,000 (week before Fest)
Poughkeepsie Journal Taster's Guide inserted in Guest Gift Bags – 20,000
Poughkeepsie Journal Newspaper Advertising – 180,000
Hudson Valley Wine Magazine – 15,000
NY By Rail (Amtrak) Magazine – 175,000
Albany Visitors Guide – 100,000
I Love NY Travel Guide - 100,000
VisitVortex Magazine - 40,000 readers
Cornell Alumni Magazine special wine section - 30,000

Billboard:

Albany Area – 1,200,000 views
Dutchess & Ulster County – 780,000 views

Radio (Aug. 17 – Sept. 13):

Regional Radio – 500 impressions (includes 100-30 second spots & the rest is On-Air read promotions)
WAMC Public Radio (year round) - 1200 30-second spots

Cable TV (Aug. 17 – Sept. 13):

Time Warner Cable – Hudson Valley & NYC Metro – 1260 (30 second spots)
CableADNet – North Eastern Hudson Valley – 800 (30 second spots)
Cablevision – Southern Hudson Valley – 895 (30 second spots)
WHMT Public Television (year round) - 1200 (30 second spots)

Web (data for Jan. 1 – Sept. 13, 2015– website is live and updated year-round):

HudsonValleyWineFest.com – 57,014 unique visits
Facebook – 6523+ fans
Twitter – 4155 followers
Hudson Valley Magazine online
Hudson Valley News Network Coverage



The Audience You Want to Reach

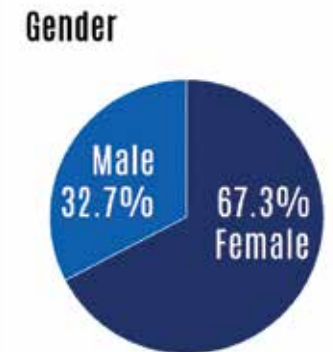
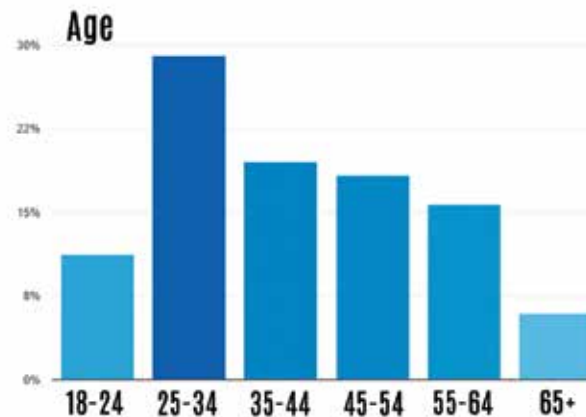


Our audience comes from:

- New York
- New Jersey
- Massachusetts
- Connecticut
- Pennsylvania

New York Visitors come from:

- New York Metro Area
- Dutchess County
- Ulster County
- West Chester Area
- Long Island



Sponsorship Opportunities

Presenting Sponsor - \$10,000

Benefits

- Prominent sponsor recognition in all Fest-related marketing and promotional collateral including rack cards, emails and informational posters
- Sponsor-provided banner placement during the event
- Sponsor table at the event and opportunity to display products, services or marketing collateral
- Opportunity to offer product demonstrations at our Cooking Demo Stage
- Sponsor recognition and link from the home page and sponsor page at www.hudsonvalleywinefest.com
- 50 tickets to the Fest

Unique Benefits

- Company name mentioned in all media advertising: print, online, radio and television
- Full-page, full-color advertisement in event Taster's Guide

Additional Opportunities (additional fees may apply)

- VIP Tent or hospitality area exclusively for sponsor's guests/clients
- Special meal or tasting event within the Fest for sponsor and/or sponsor's guest

Associate Sponsor - \$5,000

Benefits

- Sponsor-provided banner placement during the event
- Sponsor table at the event and opportunity to display products, services or marketing collateral
- Opportunity to offer product demonstrations at our Cooking Demo Stage
- Sponsor recognition and link from the home page and sponsor page at www.hudsonvalleywinefest.com
- Half-page full-color advertisement in event Taster's Guide
- 20 tickets to the Fest

Supporting Sponsor - \$2,500

Benefits

- Sponsor-provided banner placement during the event
- Sponsor table at the event and opportunity to display products, services or marketing collateral
- Sponsor recognition and link from the home page and sponsor page at www.hudsonvalleywinefest.com
- Quarter-page full-color advertisement in event Taster's Guide
- 10 tickets to the Fest

Category Sponsor

Guest Bag Sponsor (contact us for pricing)

Have your company logo displayed on all of the gift bags distributed to each guest.

Stemware Sponsor (contact us for pricing)

Have your company logo included on each tasting glass to be distributed to attendees

Designated Driver Sponsor - \$5000

Sponsor the free non-alcoholic beverage booths provided for Fest patrons who choose not to taste wine or are not of legal age to imbibe.

Music Stage - \$5000

Be a sponsor of the musical entertainment. Sponsorship includes banners and/or marketing area near the Music Stage

Ticket Wristband Sponsor - \$5000

Have your company logo on the wrists of every attendee.

Pen Sponsor - \$5000

Have your logo and text in every patron's hand while they write down their tasting notes.

Advance Ticket Sponsor - \$5000

Have your company featured on our advanced e-tickets! Including a coupon will drive business to you, and also help track effectiveness.

A Plan Just For You

Any of our Sponsorship packages can be customized to your specific needs and budget. We market the event all year in conjunction with the Dutchess County Fairgrounds through all types of media: print, television, radio, internet and social media. We draw a discerning audience from across the Northeast that has plenty of disposable income and appreciates wine, food and the finer things in life. We consider our Sponsors our partners and your success is our success.

Contact us today and allow us to make your business more successful in the Hudson Valley.

For More Information:
Grape Events Partners LLC.
PO Box 67 – High Falls, NY 12440
Phone: 845-658-7181
Toll-Free: 888-687-2517
email: info@hudsonvalleywinefest.com
www.HudsonValleyWineFest.com

Find us on Social Media:
www.Facebook.com/HVWineFest
www.Twitter.com/HVWineFest
www.YouTube.com/user/hudsonvalleywinefest





Sponsorship Form

Please fill out the following form to confirm your chosen sponsorship package. Completed forms can be returned to Jennifer Cristaldi, Event Coordinator at vendors@hudsonvalleywinefest.com or by fax to 845-658-5309. Please contact us with any questions.

Contact Information:

Company Name

Contact Person

Contact E-Mail Address

Contact Phone Number

Address

City/State/Zip Code

Sponsorship Packages:

_____ \$10,000 Presenting Sponsor

_____ \$5,000 Associate Sponsor

_____ \$2,500 Supporting Sponsor

_____ Category Sponsor (please list)

\$ _____

Payment Information:

_____ Please send me an invoice

_____ I have enclosed a check made payable to Grape Events Partners LLC.

_____ Please charge my credit card

Card Type: Visa / MC / AmEx / Discover

Card Number

Expiration Date

Security Code

\$ _____

Total Sponsorship Cost

Signature

Date

Thank You For Supporting the Hudson Valley Wine & Food Fest

Once we receive your completed sponsorship form, Grape Events Partners staff will contact you to discuss arrangements, sponsorship benefits and recognition.

Please send your high resolution color and black & white logos (.EPS or .AI preferred) and any related style guide to vendors@hudsonvalleywinefest.com along with your preferred website URL for linking. We will contact you for ad copy and all printed materials will be sent to you for approval prior to printing.