



## 2019 SPONSORSHIP PACKET



**Downtown Lincolnton, NC**

**May 4, 2019 | 11am-5pm**

**FREE PUBLIC EVENT**

### TASTING PASSES

required for alcohol consumption;  
must have ID

**\$15 Advance/\$20 at Gate**

### AT-A-GLANCE

10+ Wineries

10+ Craft Breweries

15+ Food Trucks

Local Artists & Vendors

Musical Entertainment

Fine Art & Culinary Demos

Interactive Kids Zone

Downtown Retail Specials

Farmers Market



A DOWNTOWN DEVELOPMENT  
ASSOCIATION OF LINCOLNTON EVENT

**704-900-9659**

**downtownlincolnton@gmail.com**

Lincolnton Food, Wine & Brew Fest

### EVENT OVERVIEW

After an astounding success in the first 3 years of this event, the 4th Lincolnton Food, Wine and Brew Fest promises to be even better than before. A day featuring NC wineries, local craft breweries, top notch food trucks, and an all day program of music and entertainment along with a mix of fine artists from the region will be set on the backdrop of our quaint Downtown Lincolnton.

The Lincolnton Food, Wine & Brew Fest is set for May 4, 2019 and is anticipated to grow tremendously. **Take advantage of this opportunity to showcase your business or organization to thousands!**

The Lincolnton Food, Wine & Brew Fest appeals to foodies, wine enthusiasts, craft brew connoisseurs, art & music lovers and anyone looking for an enjoyable afternoon. There is something for everyone. You'll find local citizens and out-of-town visitors participating in the day's events. There are activities and offerings for individuals, groups and families!

### COMPREHENSIVE MARKETING PLAN

Paid Advertising in publications such as Our State Magazine (statewide circulation) and local publications as budget permits; Press Releases in local newspapers such as the , Lincoln Herald, Denver Weekly, Gaston Gazette and Charlotte Observer, with options for press coverage in Newton, Hickory, Mooresville, Huntersville, Statesville and Cornelius; Online Promotion through statewide events calendars and social media; Local signage and banners in key positions around Lincoln County. Distribution of flyers, invitations and email blasts to targeted audiences; TV/Radio Advertising as budget permits

### WHY SPONSOR

**Sponsorship is a great way to showcase your business, but where does your money go?** Funds raised by the Lincolnton Food, Wine & Brew Fest support the ongoing efforts of the Downtown Development Association of Lincolnton, Inc. (DDA). The DDA is a volunteer-driven, self-sustaining 501 c3 organization whose focus is to bring attention and business to Historic Downtown Lincolnton. Restoring the downtown district through revitalization projects, hands-on support of local businesses and procurement of new potential businesses through venture capital grants are just a few of the endeavors of the DDA. Sponsorship makes the event an immediate success, while boosting vitality and enabling restoration in the town – resulting in a positive, long-term impact on the larger surrounding region. **Your participation goes a long way!**

*All information herein are subject to change if necessary and agreed upon by festival committee vote.*

• [WWW.LINCOLNTONFOODWINEBREWFESt.COM](http://WWW.LINCOLNTONFOODWINEBREWFESt.COM) •



**Have Questions?** Contact our DDA office at 704-900-9659 or email us at [downtownlincolnton@gmail.com](mailto:downtownlincolnton@gmail.com)



## PLATINUM LEVEL \$5,000 Sponsorship

### Receive:

50 Tasting Passes + 16 VIP Lounge Access + Networking in VIP Lounge

### Recognition:

**Printed:** Name or logo will be in printed materials promoting event (excluding statewide publications), including local newspapers, local magazines, press releases and articles, banners and signs.

**Online:** Your logo (large) will be on Lincolnton Food, Wine & Brew Fest website with a link to your website. You will be named in other online announcements thanking festival supporters.

**Event Day:** Your logo (large) will be on the main stage banner at the event and on the map handed out at event. Your logo (medium) will be on some event day signs. Your name will be announced from the Main Stage throughout the day. Opportunity to provide a keepsake or promotional item for the complimentary tote bag that each attendee receives with a purchase of a Tasting Pass. (3,000 tote bags are expected to be given out)

## GOLD LEVEL \$2,500 Sponsorship

### Receive:

35 Tasting Passes + 12 VIP Lounge Access

### Recognition:

**Printed:** Name will be in printed materials promoting event (excluding statewide publications), including local newspapers, local magazines, press releases and articles, banners and signs.

**Online:** Your logo (large) will be on Lincolnton Food, Wine & Brew Fest website with a link to your website. You will be named in other online announcements thanking festival supporters.

**Event Day:** Your logo (large) will be on the main stage banner at the event and on the map handed out at event. Your logo (small) will be on some event day signs. Your name will be announced from the Main Stage throughout the day. Opportunity to provide a keepsake or promotional item for the complimentary tote bag that each attendee receives with a purchase of a Tasting Pass. (3,000 tote bags are expected to be given out)

## SILVER LEVEL \$1,000 Sponsorship

### Receive:

25 Tasting Passes + 10 VIP Lounge Access

### Recognition:

**Online:** Your logo (medium) will be on Lincolnton Food, Wine & Brew Fest website with a link to your website. You will be named in other online announcements thanking festival supporters.

**Event Day:** Your logo (medium) will be on the main stage banner at the event and on the map handed out at event. Your name will be listed on some event day signs. Opportunity to provide a keepsake or promotional item for the complimentary tote bag that each attendee receives with a purchase of a Tasting Pass. (3,000 tote bags are expected to be given out)

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## **BRONZE LEVEL \$500 Sponsorship**

### **Receive:**

12 Tasting Passes + 6 VIP Lounge Access

### **Recognition:**

**Online:** Your logo (small) will be on Lincolnton Food, Wine & Brew Fest website with a link to your website. You will be named in other online announcements thanking festival supporters.

**Event Day:** Your logo (small) will be on the main stage banner at the event and on the map handed out at event; Your name will be listed on some event day signs. Opportunity to provide a keepsake or promotional item for the complimentary tote bag that each attendee receives with a purchase of a Tasting Pass. (3,000 tote bags are expected to be given out)

## **TIN LEVEL \$250 Sponsorship**

### **Receive:**

6 Tasting Passes/4 VIP Lounge Access

### **Recognition:**

**Online:** Your logo (small) will be on Lincolnton Food, Wine & Brew Fest website with a link to your website. You will be named in other online announcements thanking festival supporters.

**Event Day:** Your name will be listed on the main stage banner at the event; Your name will be listed on the map handed out at event. Opportunity to provide a keepsake or promotional item for the complimentary tote bag that each attendee receives with a purchase of a Tasting Pass. (3,000 tote bags are expected to be given out)

## **FESTIVAL FRIEND \$100 Sponsorship**

### **Receive:**

2 Tasting Passes/2 VIP Lounge Access

Please contact our DDA office at 704-900-9659 or via email at [downtownlincolnton@gmail.com](mailto:downtownlincolnton@gmail.com), to discuss a partnership level that is just right for you!

**Sponsorship Deadline: April 20th, 2019**  
(w/ full benefits)

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## SPONSORSHIP SELECTION FORM & AGREEMENT

Mail completed form to: The Downtown Development Association, Inc., c/o Lincolnton Food, Wine & Brew Fest, PO Box 491, Lincolnton, NC 28093 - OR - Sign Up Online at: [www.lincolntonfoodwinebrewfest.com](http://www.lincolntonfoodwinebrewfest.com)

### SPONSOR INFORMATION

<input type="text"/>	<input type="text"/>
company	contact name
<input type="text"/>	<input type="text"/>
street/mailling address	contact phone
<input type="text"/>	<input type="text"/>
city	state
<input type="text"/>	<input type="text"/>
email	zip code
<input type="text"/>	<input type="text"/>
	website

### SELECT A SPONSORSHIP LEVEL

- ☐ Platinum Sponsor - \$5,000 (unlimited)
- ☐ Gold Sponsor - \$2,500 (unlimited)
- ☐ Silver Sponsor - \$1,000 (unlimited)
- ☐ Bronze Sponsor - \$500 (unlimited)
- ☐ Tin Sponsor - \$250 (unlimited)
- ☐ Festival Friend - \$100 (unlimited)

### SPONSOR AGREEMENT

This agreement is made between the Sponsor named above at the address listed above and the Downtown Development Association of Lincolnton, Inc., P.O. Box 491, Lincolnton, NC 28093. The Sponsor desires to have an affiliation with the Lincolnton Food, Wine & Brew Fest held on East Main Street, Lincolnton, NC, and whereas The Downtown Development Association of Lincolnton, Inc. organizes the Lincolnton Food, Wine & Brew Fest.

The Downtown Development Association of Lincolnton, Inc. agrees to provide the products and services as they pertain to the Sponsorship Level selected above.

The deadline for signed sponsor forms and payment is **April 20, 2019**. However, some sponsor benefits may be forfeited due to publication or other deadlines occurring prior to this sponsor deadline. To receive full sponsorship benefits, signed forms and payment are due on or before **February 28th, 2019**. Payment due at time of contract. No refunds after 7 days.

Sponsors are required to supply high resolution graphic images, camera ready logos and company information as required to fulfill the Sponsorship Level chosen. This information and art should be mailed to: [downtownlincolnton@gmail.com](mailto:downtownlincolnton@gmail.com) (pdf, eps or high resolution jpg files preferred).

It is further understood and agreed that the conditions and agreements contained herein are binding on, and may be legally enforced by, parties hereto, their heirs, executors, administrators, successors and assigns. The Downtown Development Association of Lincolnton, Inc., including its festival volunteers, other sponsors, vendors or associates, shall not be liable for failure to perform their obligations under this agreement if such failure is due to acts beyond their control including, without limitation, acts of God, acts of public enemy, acts of government, civil disobedience or other cause beyond Downtown Development Association of Lincolnton, Inc. control.

All parties agree not to disclose to any other party any proprietary information acquired about the other. All parties further agree not to disclose, without prior written consent, any information obtained about the other party.

<input type="text"/>	<input type="text"/>
signature for sponsor	date
<input type="text"/>	<input type="text"/>
signature for DDA of Lincolnton, Inc.	date

### PAYMENT INFO

Sponsor Amount \$

- ☐ Check Enclosed  
(payable to DDA of Lincolnton)
- ☐ Bill Me
- ☐ Credit Card Payment

name on card

credit card #

expires

cvc

signature

Questions? Contact the DDA office at 704-900-9659 or email [@downtownlincolnton@gmail.com](mailto:@downtownlincolnton@gmail.com).

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