



Downtown Lincolnton, NC
April 22, 2017 | 11am-7pm
FREE PUBLIC EVENT

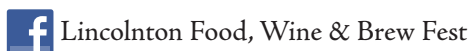
TASTING PASSES
 required for alcohol consumption;
 must have ID
 \$15 Advance/\$20 at Gate

AT-A-GLANCE
 10+ Wineries
 10+ Craft Breweries
 15+ Food Trucks
 Local Artists & Vendors
 Musical Entertainment
 Fine Art & Culinary Demos
 Interactive Kids Zone
 Earth Day Activities
 Downtown Retail Specials
 Farmers Market



A DOWNTOWN DEVELOPMENT
 ASSOCIATION OF LINCOLNTON EVENT

704-735-3096
downtown@lincolntonnc.org



2017 SPONSORSHIP PACKET



Lincolnton Food & WineFest 2016 Event

EVENT OVERVIEW

2016 Stats: Over 1,000 Tasting Passes Sold | More than 3,000 in Attendance
 After an astounding success in its first year, the second Lincolnton Food, Wine & Brew Fest (previously known as Lincolnton Food & WineFest) promises to be EVEN BIGGER! A day featuring NC wineries, local craft breweries, top notch food trucks, an all-day program of music & entertainment and a mix of fine artists from the region will be set on the backdrop of quaint Downtown Lincolnton!

The Lincolnton Food, Wine & Brew Fest is set for April 22, 2017 and is anticipated to grow tremendously. **Take advantage of this opportunity to showcase your business or organization to thousands!**

NEW THIS YEAR

- Overall Larger Festival w/ Extended Hours
- More Wineries, Breweries & Vendors
- Larger Kids Zone
- Expanded VIP Lounge and Perks
- Added Sponsorship Opportunities
- Boosted Advertising & Sponsor Exposure

DEMOGRAPHICS

Anticipated 2017 Attendance: 5,000-6,000

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 Southern Living Magazine (national circulation), Our State Magazine (statewide circulation) and local publications as budget permits; Press Releases in local newspapers such as the Lincoln Times-News, 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/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 •



**Have Questions? Contact Erika Thompson, Event Coordinator.
704.400.5553 or lfwbfcoordinator@gmail.com**

PRESENTING SPONSOR NEW! **\$10,000 Sponsorship (Only ONE Available)**

Exclusive Partner to be named everywhere the event logo is used!

Your logo will be "locked up" with the Lincolnton Food, Wine & Brew Fest logo for 2017 and seen everywhere the event logo is placed! Plus...

Receive:

50 Tasting Passes + 25 VIP Tasting Passes/VIP Lounge Access
Premium VIP Parking + Networking in VIP Lounge

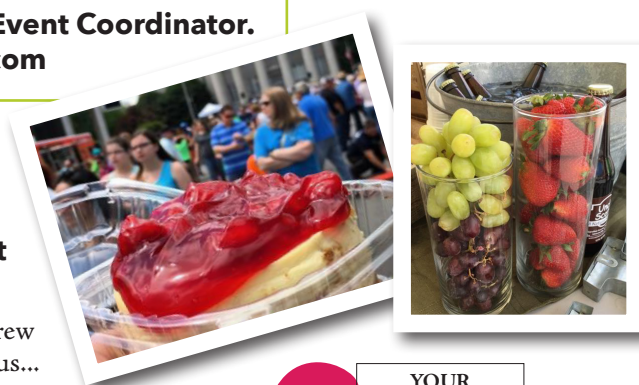
Recognition:

Printed: Logo will be in printed materials promoting event, including statewide and national publications such as Southern Living and Our State Magazine, newspapers, local magazines, press releases and articles, banners and signs.

Online: Your logo (x-large) will be on Lincolnton Food, Wine & Brew Fest website w/ a link to your website; Several social media "shout outs" with details about your business will go out and you will be named in all online announcements.

Other Media: In any television or radio promotion (pending budget - commercials, news or interviews), your company will be mentioned as the event's "presenting sponsor."

Event Day: As part of the event logo, your name/logo will be printed on the commemorative wine glass and on the complimentary tote that each attendee will receive with the purchase of a Tasting Pass; Your logo (x-large) will be on the main stage banner at the event and on the map handed out at event; Your logo (large) will be on some event day signs and will be on the tickets. 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)



PREMIER LEVEL NEW! **\$6,000 Sponsorship (Only TWO Available)**

Commemorative Glass Sponsor or Commemorative Tote Bag Sponsor

Your logo, along with the Lincolnton Food, Wine & Brew Fest logo, will be printed on the commemorative wine glasses or screenprinted on the tote bags that every attendee receives with the purchase of a Tasting Pass! Plus...

Receive:

40 Tasting Passes + 16 VIP Tasting Passes/VIP Lounge Access + Premium VIP Parking + Networking in VIP Lounge

Recognition:

Printed: Logo will be in printed materials promoting event, including statewide and national publications such as Southern Living and Our State Magazine, newspapers, local magazines, press releases and articles, banners and signs.

Online: Your logo (x-large) will be on Lincolnton Food, Wine & Brew Fest website w/ a link to your website; A social media "shout out" with details about your business goes out when you sign up and you will be named in other online announcements thanking festival supporters.

Event Day: Your logo (x-large) will be on the main stage banner at the event and on the map handed out at event; Your logo (large) will be on some event day signs and will be on the tickets. 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)



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PLATINUM LEVEL \$5,000 Sponsorship

Receive:

40 Tasting Passes + 16 VIP Tasting Passes/VIP Lounge Access
Premium VIP Parking + Networking in VIP Lounge

Recognition:

Printed: Name or logo will be in printed materials promoting event (excluding statewide and national 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 w/ a link to your website; A social media "shout out" with details about your business goes out when you sign up and 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 and will be on the tickets. 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:

32 Tasting Passes + 8 VIP Tasting Passes/VIP Lounge Access

Recognition:

Printed: Name will be in printed materials promoting event (excluding statewide and national 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 w/ a link to your website; A social media "shout out" with details about your business goes out when you sign up and 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 and will be on the tickets. 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:

16 Tasting Passes + 4 VIP Tasting Passes/VIP Lounge Access

Recognition:

Online: Your logo (medium) will be on Lincolnton Food, Wine & Brew Fest website w/ a link to your website; A social media "shout out" with details about your business goes out when you sign up and 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 and will be listed on the tickets; 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:

8 Tasting Passes + 2 VIP Tasting Passes/VIP Lounge Access

Recognition:

Online: Your logo (small) will be on Lincolnton Food, Wine & Brew Fest website w/ a link to your website; A social media "shout out" with details about your business goes out when you sign up and 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 and will be listed on the tickets. 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:

2 VIP Tasting Passes/VIP Lounge Access

Recognition:

Online: Your name will be listed on Lincolnton Food, Wine & Brew Fest website w/ a link to your website; A social media "shout out" goes out when you sign up and 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:

1 VIP Tasting Pass/VIP Lounge Access

Recognition:

Online: Your name will be listed on Lincolnton Food, Wine & Brew Fest website w/ a link to your website; A social media "shout out" goes out when you sign up and 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)

Please contact the Event Coordinator, Erika Thompson at 704.400.5553 or via email at lfwbfcordinator@gmail.com, to discuss a partnership level that is just right for you!

Sponsorship Deadline: January 16, 2017
(w/ full benefits)



SPONSORSHIP SELECTION FORM & AGREEMENT

Mail completed form to: The Downtown Development Association, Inc. , c/o Lincolnton Food, Wine & Brew Fest, P.O. Drawer 617, Lincolnton, NC 28093 - OR - Sign Up Online at: 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

- ☐ **Presenting Sponsor - \$10,000** (only ONE - check availability)
- ☐ **Premier Sponsor - \$6,000** (only TWO - check availability)
Select one: ☐ Glasses ☐ Totes ☐ Both (\$12,000)
- ☐ **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)

PAYMENT INFO

Sponsor Amount \$

☐ **Check Enclosed**
(payable to DDA of Lincolnton)

☐ **Bill Me**

☐ **Credit Card Payment**

name on card

credit card #

expires

cvc

signature

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. Drawer 617, 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 **March 10, 2017**. 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 **January 16, 2017**. **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: lfwbmarketing@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

Questions? Contact the Event Coordinator, Erika Thompson at 704.400.5553 or lfwbcoordinator@gmail.com.