



**Downtown Lincolnton, NC**  
**April 28, 2018 | 11am-7pm**  
**FREE PUBLIC EVENT**

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


#### **AT-A-GLANCE**

NC Wineries  
Craft Breweries  
Food Trucks  
Local Artists  
Live Music  
Farmers Market  
Street Performers  
Art & Culinary Demos  
Interactive Kids Zone  
Downtown Retail Specials



A DOWNTOWN DEVELOPMENT  
ASSOCIATION OF LINCOLNTON EVENT

**704-960-8300**  
**downtownlincolnton@gmail.com**

 **Lincolnton Food, Wine & Brew Fest**

## **2018 SPONSORSHIP PACKET**



Lincolnton Food & WineFest 2016 Event

### **EVENT OVERVIEW**

**2016 Stats: Over 1,000 Tasting Passes Sold | More than 3,000 in Attendance**

**2017 Stats: Over 2,000 Tasting Passes Sold | More than 6,000 in Attendance**

After an astounding success in its first and second years, the third Lincolnton Food, Wine & Brew Fest promises to be **EVEN BIGGER** again! 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 28, 2018** and is anticipated to grow tremendously due to continued excitement and anticipation. **Take advantage of this opportunity to showcase your business or organization to thousands!**

### **NEW THIS YEAR**

- ♦ Overall Larger Festival w/ New Layout
- ♦ More Wineries, Breweries & Food Trucks
- ♦ More Exciting New Vendors
- ♦ Expanded VIP Area
- ♦ More Access to Food & Drink throughout Festival

### **DEMOGRAPHICS**

**Anticipated 2018 Attendance: 10,000**

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 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.LINCOLNTONFOODWINEBREWFEEST.COM** •



**Have Questions? Contact the Event Coordinator.**  
**704-960-8300 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 2018 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

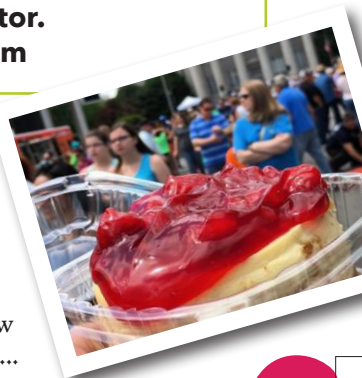
### **Recognition:**

**Printed:** Logo will be in printed materials promoting event, including statewide publications such as 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. (4,000+ 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 publications such as Our State Magazine, 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 (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. (4,000+ 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 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. (4,000+ 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 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. (4,000+ 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. (4,000+ 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. (4,000+ 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. (4,000+ 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. (4,000+ tote bags are expected to be given out)

Please contact the Event Coordinator at 704-960-8300 or via email at [lfwbfcordinator@gmail.com](mailto:lfwbfcordinator@gmail.com), to discuss a partnership level that is just right for you!

**Sponsorship Deadline: February 28, 2018**  
(w/ full benefits\*)

\*NOTE: Due to early publication deadlines for statewide publications, **Presenting Sponsor** and **Premier Sponsor** commitments and payment are due by **January 30, 2018**.



## 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](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

- ☐ **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 30, 2018**. 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 28, 2018**. For **Presenting and Premier Sponsorships**, deadline with full benefits is **January 30, 2018**. **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 if required to fulfill the Sponsorship Level chosen. This information and art should be mailed to: [lfwbmarketing@gmail.com](mailto: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 at 704-960-8300 or [lfwbcoordinator@gmail.com](mailto:lfwbcoordinator@gmail.com).**