

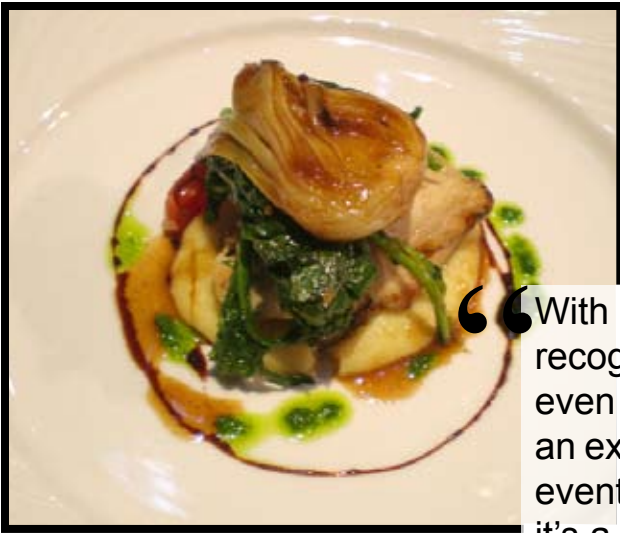
BLUE RIDGE
Wine & Food
FESTIVAL

AT BLOWING ROCK

Sponsorship and Marketing Opportunities
April 13-17, 2011

www.blueridgewinefestival.com





““With each year, we get more visibility and name recognition in the Blowing Rock, Boone, Banner Elk, even Greensboro and Winston-Salem areas. This is an extremely well thought-out and perfectly executed event that draws from all over the Southeast. Plus, it’s a lot of fun. We can’t wait until next year!”
-Keith Saunders, Queen City Audio Video Appliances, Fire on the Rock Sponsor since 2005

““The Blue Ridge Wine and Food Festival is a wonderful mountain escape... A great selection of wine tastings and food samplings are a definite highlight!”
-Natalie Kelly Brown, Food Editor, Cooking with Paula Deen Magazine



““As a tourist destination, this region is drawing a savvy, well-heeled crowd, and the festival’s lively, vivacious personality—and the connections to wineries, foodies and celebs—explain why the crowd grows and the festival gets better every year.”
-Susan Dosier, LKM Communications

BLUE RIDGE *Wine & Food* **FESTIVAL**

Mission Statement

The mission of the Blue Ridge Wine and Food Festival is to showcase the spectacular array of the North Carolina and Blue Ridge wines in comparison with other domestic and international viticulture. Additionally, we aim to further advance Blowing Rock and the High Country as a primary Culinary Destination for wine and food enthusiasts.

Festival Overview

Over the past 5 years, the Blue Ridge Wine and Food Festival has become one of the premier wine and food events in North Carolina, celebrating the joys of food, wine and spring in the Blue Ridge Mountains. The centerpiece of the Festival is the Grand Tasting, now held in the heart of downtown Blowing Rock, where regional wineries present their wines alongside winemakers from across the globe. Local restaurants are part of the tasting as well, offering their signature dishes to complete the tasting experience. The Festival also supports a strong educational component with several seminars, winemaker dinners, and the Fire on the Rock Chef Challenge. The Chef Challenge is a Festival highlight, pitting local chefs against each other on stage, in front of a live audience. With parties that range from bbq to black-tie, wine seminars for beginners and collectors, and cuisine for any palate, the Blue Ridge Wine and Food Festival seeks to satisfy every appetite. Spread across the quaint resort town of Blowing Rock are fantastic restaurants, unique locations and opportunities for unforgettable experiences. These are the backbone of our Festival, and what makes it so delicious and one-of-a-kind.

About the Festival

The festival keeps growing every year. In 2009 the Festival received approximately 1000 attendees, and about 1300 in 2010, a 30% growth. Typically:

- Approximately 60% of festival visitors are female.
- More than 70% of festival visitors are from North Carolina.
- About 15% of festival visitors are from Virginia, Tennessee, and South Carolina.
- Almost 10% of festival goers hail from the city of Charlotte.

The Blue Ridge Wine and Food Festival has a strong give-back component, and works each year to increase community involvement and respond to needs in our area.

- Wine to Water, a Boone, North Carolina based non-profit is a welcome participant in the Festival.
- A portion of the Fire on the Rock Chef Challenge proceeds are given to the Blowing Rock Fire Department and designated fire prevention and burn victim charities.
- All leftover food from Fire on the Rock is donated to Hospitality House of Boone, our community's transitional and emergency housing agency.

About the Blowing Rock Visitor

Blowing Rock has a strong branded image across the Southeast. People visit Blowing Rock for location, climate, unique lodging & shopping, eclectic dining, and a variety of recreational opportunities. The typical Blowing Rock visitor tends to have higher than average income and education levels, and is a discerning traveler. Most are between the ages of 35 and 65, and take part in an active lifestyle.

BLUE RIDGE *Wine & Food* **FESTIVAL**

As a sponsor of the Blue Ridge Wine & Food Festival, your brand or product will be bolstered by nearly \$30,000 in print, television, radio, and online advertising tailored to reach a specific customer. The Blue Ridge Wine and Food Festival has a strong media presence in significant markets in North Carolina and the Southeast, including Charlotte, Raleigh, Greensboro-Triad, Atlanta, Greenville-Spartanburg, and Charleston. Publications like Our State, WNC, and Charlotte Observer and media outlets like Wolf 93.1, 101.5 WRAL, and 107.9 The Link are part of our typical advertising schedule. Most of this advertising is placed in the fourth and first quarters. In addition, BlueRidgeWineFestival.com is maintained year-round and received more than 56,000 visits last festival year (growing each year), with most of those occurring in the months of March and April. Take a look at these opportunities with the 2011 Blue Ridge Wine and Food Festival and contact us soon!

Sponsorship Opportunities Include:

Presenting Sponsor (1)

\$10,000

Contributing Sponsor (2)

\$5,000

VIP Gala Sponsor (1)

\$3,000

Uncork the Festival Sponsor (1)

\$2000

Seminar Sponsor (1)

\$1500

Meet & Greet Sponsor (1)

\$750

Grand Tasting Ticket Sponsor (1)

\$500 plus giveaway item

Barrels of Fun Hunt Sponsor (1)

\$250

Trolley Advertiser (3)

\$500-\$800

Product Sponsorships

\$200-\$1000

Customized Sponsorships and Weekend Advertising Partners

\$50-\$1000

BLUE RIDGE *Wine & Food* FESTIVAL

Presenting Sponsor - \$10,000

As the presenting sponsor for the Blue Ridge Wine & Food Festival, your business logo will appear as part of the BRWFF logo in all advertising and promotions. The Event will be referred to as "(Your Company) presents the Blue Ridge Wine & Food Festival" exclusively. Your company will be recognized at all Festival events and in any Festival announcements.

Recognition and Brand Opportunities

The Blue Ridge Wine & Food Festival regularly advertises in Our State Magazine, WNC Magazine, NC Wine Press, Charlotte Magazine, Charleston Magazine, G Magazine, Blumenthal Performing Arts Program, Carolina Mountain Living, High Country Press, and the Mountain Times, among others. As Presenting Sponsor, your company logo and information would be present in all advertising. This recognition includes:

- Top billing on all print, radio, television and online promotional and public relations materials.
- Brand information and link from the homepage of BlueRidgeWineFestival.com
- Prominent presentation of logo through duration of main event, the Grand Tasting
- Top billing on Event Banner in Grand Tasting tent.
- Booth space or display for product or promotion at Meet & Greet and Grand Tasting.
- Opportunity for 60-second commercial to play during the Grand Tasting
- Two-page center spread in Grand Tasting Guide
- Presenting Sponsor logo on Festival t-shirt
- Presenting Sponsor logo in the Wine Festival Digest (contingent on publication) (Distr.)
- Presenting Sponsor logo on Sponsor page of Festival website (web stats)

Multi-year sponsorships are available. If Presenting Sponsor wishes to secure sponsor position for three consecutive years, Grand Tasting glasses will feature company logo as well, in addition to all other brand recognition. For three-year contracts, discount of 15% will be applied to total sponsorship.

Other benefits:

- 10 tickets to Grand Tasting
- 4 tickets to VIP Gala, Meet & Greet, and Uncork the Festival events
- 4 seats at a Winemaker Dinner
- 4 Combo tickets to Fire on the Rock Chef Challenge
- 2 VIP Parking spaces at the Grand Tasting event
- Complimentary accommodations for up to 4 people (two rooms), Wed- Sat of Festival (four nights)



BLUE RIDGE *Wine & Food* **FESTIVAL**

Contributing Sponsor - \$5,000

As a Contributing Sponsor for the Blue Ridge Wine & Food Festival, your business logo will appear in all print advertising, promoted and bolstered by the endorsement of the Festival. This promotional advertising opportunity will be limited to only two Contributing Sponsors.

Recognition and Brand Opportunitites

- Priority visibility on all advertising
- Priority visibility and link on BlueRidgeWineFestival.com homepage
- Section of Grand Tasting area named for company, with recognition on map
- Opportunity for 30-second commercial to play during Grand Tasting
- One page advertisement in Grand Tasting Guide
- Contributing Sponsor logo in Wine Festival Digest
- Contributing Sponsor Logo on Sponsor Page of Festival website

Other Benefits:

- 6 tickets to Grand Tasting
- 2 tickets to VIP Gala, Meet & Greet and Uncork the Festival events
- 2 seats at a Winemaker Dinner
- 2 Combo tickets to the Fire on the Rock Chef Challenge
- 1 VIP parking space at the Grand Tasting event
- Complimentary accommodations for up to 2 people (one room), Wed-Sat of Festival (four nights)

VIP Gala Sponsor - \$3,000

The VIP Gala attracts the patron festival-goer. Affluent and well-educated, this group appreciates the finer, high-end aspects of the Blue Ridge Wine & Food Festival. The VIP Gala Sponsor would have high visibility with this target demographic.

Recognition and Brand Opportunitites

- Brand information and link from VIP Gala page on website
- Logo and headline of "Your Company Presents" on Gala event invitations
- Logo on any printed materials concerning Gala
- Prominent presentation of brand throughout the Gala event and on signage
- Potential for product exclusivity at Gala event
- Display space for product or promotion at Gala event
- Verbal recognition in any announcements at Gala event
- Logo and link from Sponsor page of Blue Ridge Wine & Food Festival website
- Sponsor logo in the Wine Festival Digest

Other Benefits:

- 2 tickets to the VIP Gala
- Chauffeur service to and from Gala
- 2 tickets to the Grand Tasting event

Multi-year sponsorships are available. A 15% discount will be applied to sponsorships of three consecutive years.

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Uncork the Festival Sponsor - \$2,000

As the Uncork the Festival Sponsor, your brand has premiere visibility with a predominately local audience. Uncork attendees vary greatly in age, but all are lovers of good food, wine and music. The Uncork Party is the kickoff event of the Festival. Varying themes of the annual event create expectations of “new and different” each year.

Recognition and Brand Opportunitites

- Brand information and link from Uncork the Festival page on website (stats)
- Logo and link from sponsor page of website
- Prominent presentation of brand on all signage at Uncork the Festival event
- Display space for product or promotion at Uncork the Festival event
- Verbal recognition of brand in any announcements at Uncork event
- Sponsor logo in the Wine Festival Digest

Other Benefits:

- 2 tickets to the Uncork the Festival Party event
- 1 VIP parking space at Uncork the Festival Party event
- 2 tickets to Grand Tasting

Seminars Sponsor - \$1500

Seminars are held on the Thursday and Friday of the Festival. With several sessions, the sponsor of these events has many separate opportunities for promotion to foodies and wine lovers. Perfect for wine- or food-related businesses. Seminar topics include food & wine pairing, chocolates and wine, varietals, and cooking classes.

Recognition and Brand Opportunities

- Brand information and link from Seminars page on website
- Brand logo and link from Sponsors page of website
- Brand logo on souvenir wine glasses, one included with each seminar ticket purchase
- Verbal recognition at each seminar
- Sponsor logo in the Wine Festival Digest

Other Benefits

- 2 tickets to any two seminars of your choice (specify early; dependent upon availability)
- 1 VIP parking space at chosen seminars
- 2 tickets to Grand Tasting

Multi-year sponsorships are available. A 15% discount will be applied to sponsorships of three consecutive years.

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Meet & Greet Sponsor - \$750

The Meet & Greet is a unique event in which Festival VIPs, including winemakers, Fire on the Rock judges, food writers & authors and local celebrities, take time to meet with festival attendees over light refreshments and a glass of wine. Over a hundred people attended this inaugural event last year and we anticipate record growth this year.

Recognition and Brand Opportunities

- Brand information and link from Meet & Greet page on festival website
- Brand logo and link from Sponsors page of festival website
- Prominent display of logo at event and on all Meet & Greet signage
- Verbal recognition in no less than two announcements
- Product display or promotion space at Meet & Greet
- Sponsor logo in the Wine Festival Digest

Other Benefits:

- 4 tickets to Meet & Greet event
- 1 VIP parking space at Meet & Greet event
- 2 Grand Tasting tickets

Grand Tasting Ticket Sponsor- \$500 plus giveaway item

With more than 1200 attendees to this single event, this is a great opportunity for promotion. Your logo would be printed on the back of each ticket. Visibility is high, as each ticket is also an entry form for a prize giveaway.

Recognition and Brand Opportunities

- Brand logo on printed tickets
- Promotion of your product or service as part of the Prize Giveaway
- Brand logo in the Wine Festival digest
- Brand logo and link on sponsor page of festival website

Other Benefits:

- 2 tickets to the Grand Tasting

Multi-year sponsorships are available. A 15% discount will be applied to sponsorships of three consecutive years.

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Trolley Advertiser - \$800 per side, \$500 for back

The Wine Festival Trolley runs a circuitous route through the town of Blowing Rock on the Saturday of the Festival. Hundreds of Festival attendees will ride the trolley, and many more will see it as it makes its way slowly down our main streets.

Side Advertiser:

- Brand logo and message on 3' x 12' (maximum) full-color magnetic banner

Back Advertiser:

- Brand logo and message on 36" x 20" (maximum) full-color magnetic banner

Barrels of Fun Hunt Sponsor - \$250

The Barrels of Fun Hunt is a downtown activity. Participants are given a game card that, upon completion, serves as their entry into the Festival Sweepstakes. With your brand information on this game card, visibility is high to the approximately 250 participants. Participation grows each year!

Recognition and Brand Opportunities

- Brand logo and information on Barrels of Fun Game Card
- Brand logo and link on the sponsor page of festival website

Multi-year sponsorships are available. A 15% discount will be applied to sponsorships of three or more consecutive years. Longer sponsorship discounts and benefits can be discussed as well.

Product Sponsorships and Customized Opportunities

There are so many opportunities for product and merchandise exposure during the Blue Ridge Wine & Food Festival. Product exclusivity is possible in some instances, as well. Please contact us with your ideas for customized opportunities. New events are being added with potential exposure. Call to see how we can assist you with sponsorship opportunities. We are more than happy to consider the following, and any suggestions you may have.

- Wine corkscrews or other souvenir items
- Apparel and accessories
- Food & drink

You tell us!

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2011 SCHEDULE OF EVENTS

WEDNESDAY, APRIL 13:

Uncork the Festival Party

THURSDAY, APRIL 14:

Downtown activities and shopping
Wine Seminars featuring various wineries and topics
Cooking Classes
Winemaker Dinners

FRIDAY, APRIL 15:

Downtown activities and shopping
Wine Seminars featuring various wineries and topics
Cooking Classes
Winemaker Dinners
Meet & Greet with Festival VIPs
Gallery Stroll Downtown
Late Night music and entertainment around town

SATURDAY, APRIL 16:

Downtown activities and shopping
Grand Wine Tasting in Downtown Blowing Rock
Fire on the Rock Chefs Challenge Semi-Finals
VIP Fundraiser Gala
Late Night music and entertainment around town

SUNDAY, APRIL 17:

Fire on the Rock Chef Challenge Finale
Champagne Brunches

BLUE RIDGE *Wine & Food* FESTIVAL

The Blue Ridge Wine and Food Festival welcomes your involvement, and is willing to work with companies interested in creating new and unique sponsorship levels and opportunities. Contact us to talk about possibilities such as product exclusivity.

Would you like to become a sponsor?
Send your company name and sponsorship interest to:

Billie Rogers, Events Director
Blowing Rock Chamber of Commerce
P.O. Box 406
Blowing Rock, NC 28605
(828) 295-7851
billie@blowingrock.com



Contractual agreement and sponsorship payment required no less than 30 days prior to the event, and must be completed before benefits will be honored. Receiving all benefits of sponsorship is dependent upon time of sponsorship agreement, so sign up early.