

June 5, 2020

# WINE fest

SINCE 1982

EXQUISITE WINE, BEER, CUISINE & DESSERTS

HILTON FORT COLLINS

winefestfc.org

Complement your existing marketing plan with a Wine Fest sponsorship



2019 Data

Digital Marketing

Ads on Facebook and Instagram reaching more than 28,500 targeted individuals in Northern Colorado and generating 600 link clicks and over 40,500 impressions.

Facebook: 1,109 Wine Fest followers

Social media advertising by:



Website: winefestfc.org

- Average Monthly Visits: 3,750
- Average Monthly Users: 1,223
- 20% of users are from social media
- 30% are from organic search
- 34% are direct
- Remainder of users are other (referral, email, etc.)

e-blasts: Newsletters sent to 2,500 subscribers including sponsor recognition

Print Marketing

- 2,000 Save-the-Date cards distributed
- 1,100 newsletters mailed to homes
- 120 Wine Fest posters displayed
- 50 table tents distributed
- 10' banner displayed at area liquor stores
- 300 Wine Fest programs distributed



Attendee Demographics

- Age: 87% 40 years or older
- Gender: 54% Female | 46% Male
- Household Income: 75% \$100,000+
- Attendance: 535 | Primarily from Northern Colorado

Radio Campaigns

Across 7 iHeart radio stations:

- 770 recorded PSAs (:30 second)
- 210 live and recorded mentions
- 15 Wine Fest ticket give-away contests across three stations



Online:

- Event posted on online calendar four weeks prior to event
- ROS Banner ads on all stations
- Two homepage takeovers
- Facebook live with Big Rob on KISS 96.1
- Big Rob blog on KISS website
- Newsletter inclusion on KISS



Total value of radio campaign: \$19,200

Custom Toast of the Town Advertising

In partnerships with the Toast of the Town presenting sponsor, Wine Fest will identify an advertising channel valued by the sponsor to co-brand and promote Wine Fest. For example, a half-page ad in NoCo Style Magazine in May (distribution 252,000; readership 882,000).

# About Wine Fest




Wine Fest attracts people who love wine, craft beer and local cuisine. It offers the business community a way to target their marketing efforts to a great demographic – consumers 40+ with high household incomes. It will take place on June 5, 2020 at the Hilton Fort Collins.

Wine Fest is a tasting benefit for Disabled Resource Services, a non-profit that assists people with disabilities to thrive, not just survive.

Wine Fest by the numbers:

- 500 Wines poured
- 150 Wineries from around the world
- 24 Craft brews poured
- 14 Restaurants and caterers
- 8 Local breweries
- 1 Great time!



	Chardonnay Sponsor	Cabernet Sponsor	Bordeaux Sponsor	Champagne Sponsor	Toast of the Town Presenting Sponsor
					
	\$500	\$1,000	\$2,500	\$5,000	\$7,500
VIP admission tickets	2	4	6	8	10
Marketing 'Toolkit' to promote participation	✓	✓	✓	✓	✓
Social media shout-outs	1	2	3	4	5
Logo/name & link on Wine Fest & DRS websites	Name	S	M	L	XL
Logo/name in event program & on screen at event	Name	S	M	L	XL
e-newsletter spotlight of your business			✓	✓	✓
Banner displayed at event (self-provided)			✓	✓	✓
Verbal recognition at event				✓	✓
Radio mentions, logo on posters & save-the-date cards and more					✓

Custom sponsorship opportunities available.

Contact Dave Swinehart at [dave.s@disabledresourceservices.org](mailto:dave.s@disabledresourceservices.org) or 970-482-2700 for more information.