



Verde Valley *Wine*
Festival
MAY 9, 2020

5th ANNUAL IN HISTORIC CLARKDALE

Verde Valley Wine Festival Sponsorship Opportunity Package





Reach your target market ...and have fun doing it!

Now in it's fifth year **The Verde Valley Wine Festival** is Northern Arizona's premier Wine and Culinary festival of the year, presented by **Four Eight Wineworks** in partnership with local non-profits; The Arizona Wine Growers Association, and the Arizona Vignerons Alliance.

On Mother's Day Weekend, hundreds of wine lovers will come from around the region and beyond to the Town of Clarkdale known for its rich history, small town atmosphere, array of outdoor adventures, and fun. We hold the festival in the charming town's central park highlighting the community of Clarkdale and the Verde Valley at large with the goal of offering the finest Arizona wineries, breweries, spirits, and restaurants committed to creating homegrown products for locals and visitors to enjoy. VIP experiences, artisans and live music will enhance the festival experience.

Location:

Clarkdale Town Park
1001 Main St,
Clarkdale, AZ 86324

Date:

May 9, 2020

Time:

12 noon – 5:00 PM
11AM early admission for VIP
ticket holders

Audience:

In it's 5th year this event draws an audience from all around the state of Arizona and beyond. Reach 3000+

Category Sponsorship Options



SPONSOR THE VIP LOUNGE \$3000

Be a sponsor of the VIP lounge area where exclusive culinary delights and wine are being offered and you can share your brand with this elite audience. Sponsorship includes a banner and sponsor announcement during introduction and logo on the advance purchase e-tickets.

Associate Sponsor Benefit Level
(1 available)



SPONSOR THE FESTIVAL GLASSES \$3000

Everyone who arrives will get one, with the festival logo and sponsors' logo or website on it.

Associate Sponsor Benefit Level
(1 available)



BE A POTTY PARTNER \$2000

Someone's got to do it and you know that everyone is going to use it! Ours are pretty too! Sponsorship "thank-you" and logo on or near the trailer.

Supporting Sponsor Benefit Level
(1 available)



SPONSOR THE PHOTO BOOTH \$1500

Get your logo placed on every photo taken at the event. This is a very popular attraction for the guests every year.

Supporting Sponsor Benefit Level
(1 available)

Category Sponsorship Options



SPONSOR THE ICE MACHINE \$700

Ice is nice baby and it takes a lot of it for a festival to be successful. You could be the hero here and get your name prominently displayed on the machine so everyone knows that you are really cool! Sponsorship includes a banner and sponsor announcement during introduction. Benefit includes 4 VIP tickets.
(1 available)



SPONSOR THE MUSIC STAGE \$700

Be a sponsor of the musical entertainment. We have some pretty awesome music lined up for our visitors while they eat, drink & relax. Sponsorship includes a banner and sponsor announcement during introduction. Benefit includes 4 VIP tickets.
(3 available)



SPONSOR THE FESTIVAL SWAG BAGS \$700

We want festival attendees to take home lots of product, so we will have lots of bags and they could have your logo and website on them if you like! Benefit includes 4 VIP tickets.
(1 available)



WANT TO DO SOMETHING ELSE...

As you may know, we are a pretty flexible here at the Verde Valley Wine Festival, and are always open to ideas. Any of our sponsorship packages can be customized to your specific needs and budget. We consider our sponsors our partners and we want ours to be the best festival ever, so reach out to us if there's something special you'd like to offer.

Monetary Sponsorship Options

We are exploding in popularity, and we want you to join the fun. We believe we offer a substantial return on your investment. The Verde Valley Wine Festival draws attendance from all of Arizona and beyond. The educated, discerning consumer that attends our event provides a multitude of marketing opportunities for Sponsors. Our PR strategy is solid. We invest in a relationship with each of our partners, to maximize success for the event, and to deliver top-notch results for you. We have had countless articles written about the event as a result of our relationships with journalists; we believe advertising is important as well, of course – but feel that having editorial written about our event really shares the story, a win for everyone involved.

Investment Benefits	5000 Grand Sponsor	2500 Associate Sponsor	1000 Supporting Sponsor
"Sponsored by" privilege	X		
Half page ad in event program	X		
Logo on back of volunteer tees	X		
Logo inclusion on street banners	X		
Parking pass	X		
Verbal recognition from stage	X	X	
Exhibit space	X	X	
Logo placement on event banners	X	X	X
Social Media Exposure	X	X	X
Inclusion on website	X	X	X
Press release recognition	X	X	X
GA Tickets	12	8	6
VIP Tickets	4	4	2
Platinum VIP Tickets	4	2	2

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIPCODE: _____

MOBILE PHONE: _____

BUSINESS PHONE: _____

EMAIL: _____

VENDOR BOOTH: YES NO

TERMS OF AGREEMENT: This agreement is effective as of _____ (date) and shall remain effective until the "Event" ends on May 9, 2020. This agreement defines the terms under which Verde Valley Wine Festival and _____ ("Sponsor") enter into a sponsorship agreement for the 4th Annual Verde Valley Wine Festival.

Limited License: Verde Valley Wine Festival grants the Sponsor a limited license to use any of the artwork on the Event site for the purpose of promoting the Event and linking to the Event site. Sponsor grants Verde Valley Wine Festival a limited license to use Sponsor's logo in event promotional material and on the Event site.

Miscellaneous: This Agreement shall become effective on the date signed below and will remain in effect until all responsibilities set out are fulfilled. The parties acknowledge that they will use their best good faith efforts to negotiate and resolve subsequent issues that may arise from this Agreement as a result of un-foreseen occurrences and that may alter the conditions of this Agreement.

Cancellation Policy: This agreement is effective as of the date signed below and shall remain effective until the Event ends on May 9, 2020 or until terminated by either party. All requests for refunds must be in writing, received, and confirmed by Verde Valley Wine Festival staff 60 days prior to the event. Contracts canceled up to 60 days of the event will be issued a refund based on a prorated basis. Verde Valley Wine Festival may terminate this agreement at any time by notifying the sponsor in writing or by email. Upon such termination, Verde Valley Wine Festival shall return to the Sponsor that portion of the Sponsorship fee prorated for the time remaining in the contract.

CASH SPONSORSHIPS & PAYMENTS

\$5,000 Grand Sponsor

\$2,500 Associate Sponsor

\$1,000 Supporting Sponsor

Category Sponsor (please list) _____

Payment By Check: Check # _____

Enclosed in amount of \$ _____ (Payable to **Verde Valley Wine Festival**)

This agreement represents the only relationship between VVWF and the Sponsor. No other relationship between the two entities exists, implied or otherwise.

Sponsor Name _____ Date _____

Sponsor Signature _____

Mail to: VVWF c/o Four Eight Wineworks Attn: David Baird P.O. Box 905 Jerome, AZ 86331

VVWF Staff will contact you upon receipt of contract and payment for your logo and any marketing/additional materials the festival may need to promote your business.

Questions? Contact David Baird – Festival Director at david@thevvwf.com