

COLORADO MOUNTAIN
Winefest

Colorado Mountain Winefest 2010
Sponsorship Opportunities



*Poster Art – “Party Animals”
By Cynthia Duff*

Dear Friends,

You are cordially invited to sponsor one of Colorado's premiere events, the 19th annual Colorado Mountain Winefest which will be held on September 18, 2010, at the Riverbend Park in Palisade, Colorado.

Winefest is the fundraiser for the trade organization of grape growers and winemakers of Colorado, C.A.V.E., the Colorado Association for Viticulture and Enology, a 501(c) (6) non-profit organization. All funds go towards education, seminars, research, and equipment purchases to improve the grape growing and winemaking of Colorado wines. Your sponsorship contributes to the economic benefits that the wine industry is bringing to Colorado in terms of sales tax, tourism, and jobs.

We approach only a limited number of top companies who value access to an upscale audience, and welcome business category exclusivity in their marketing efforts. We can also assist you in expressing your company's unique qualities through customized sponsorship packages.

Please review the summary of demographic and event statistics, and the descriptions of the sponsorship levels enclosed. The levels highlight the benefits your company will receive as a Corporate Sponsor and Partner, and provides some information for your consideration. We hope you will consider becoming a Sponsor of this important local event.

In order to acknowledge our cherished sponsors in the brochure, and to give our sponsors a long promotional period, I will need to have your commitment by March 1, 2010. We print over 50,000 brochures, direct mail over 30,000 to those on our mailing lists and print 1000 posters to be distributed throughout Colorado. Our new website will be up and running in February so please visit our website, www.coloradowinefest.com, to view our progress. Feel free to call me to discuss the possibility of your sponsorship. I will call you in the next week and would be happy to come to your office at your convenience. As always, thank you for your time and consideration.

Very truly yours,

Sarah Catlin, Director
scatlin@coloradowinefest.com



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Winefest 2010 Event Overview

- Colorado Mountain Winefest is the oldest and largest festival that features Colorado wines; the only one held in the heart of Colorado wine country; and the only festival hosted by the winemakers and grape growers as a fundraiser for the Colorado Association for Viticulture and Enology.
- Winefest is a 4-day festival, Thursday – Sunday and features a golf event on Thursday, seminars and the popular Enstrom’s Chocolate and Wine Reception on Friday, winemaker dinners, winemaker competitions, and a bike tour of the vineyards on Saturday morning. The principal event is the Festival in Riverbend Park in Palisade on Saturday, September 18, 2010, with complimentary wine tasting of 50+ Colorado wineries, chef demonstrations, ice carving, artisan booths, regional foods, grape stomp, and live jazz. The VIP First Class Pass is a premium level ticket for festival attendees.
- Lodging properties are completely booked throughout the Grand Valley and surrounding communities (Green River, Utah to Glenwood Springs, Delta and Montrose).
- The Grand Junction Visitor & Convention Bureau labels Winefest as “one of Colorado’s premier events.”





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Marketing Strategies

Multi-state and statewide advertising and public relations with an emphasis on:

- Direct mail (30,000+ brochures mailed to targeted list, 50,000 printed).
- Radio and TV promotion outside the Western Slope, on the Front Range, New Mexico and Utah.
- Promotional posters and brochures (33,000) distributed to AAA offices, upscale liquor stores, athletic clubs, wineries, hotels and restaurants, tourist info centers, and select retail outlets throughout the state.
- Press releases, story placement, calendar listings on the Front Range, mountain, local media and some national media and robust web presence, links to sponsors, maps, and online ordering: www.coloradowinefest.com
- Planned promotional programs with local, state-wide and Utah radio and television stations.
- The Grand Junction Visitor and Convention Bureau and the Colorado Wine Board assist with public relations, advertising, mailing lists, and visitor information via phone and internet/web.





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Statistics

- The 2009 Winefest grew 6.5% in attendance and gross revenue over the 2008 event.
- Winefest attracts consumer demographics from 30-60 years of age audience, predominately in the higher income brackets.
- 2009 ticket sales totaled 7,200. This included Friday's events and the Festival in the Park on Saturday.
- Over 6,000 tickets were sold in Denver and the Front Range of Colorado, with the rest of the sales coming from Western Colorado locals, Utah, Wyoming, California, Arizona, Nebraska, Texas, New Mexico and 30 more states.
- The Winefest website had 22,591 visits with 75,980 page views from January through September, 2009.

Value to the Valley

More than 7,000 participants took part in some part of the Festival weekend. Based on this number and the Grand Junction Visitors and Convention Bureau multiplier of \$98/person/day, the event generated \$2,058,000 of economic activity for the Grand Valley (7,000 x 3 days @ \$98/person).



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Sponsorship Packages

1. Diamond - Exclusive Grand Reserve Package - \$20,000 Cash

\$20,000 presenting sponsor which includes limited naming rights.

- Logo on all brochures, promotional posters and media releases. Sponsor's logo next to the Winefest logo on the website banner.
- In texts and ads controlled by Colorado Mountain Winefest, mention in print ads, radio and TV commercials.
- Up to 3 corporate banners displayed at Park; one around Main Stage area, one in VIP area, and one at the main entrance.
- Company description, link and contact info on www.coloradowinefest.com
- Complimentary booth space at Festival in the Park (booth not provided).
- Exclusive - logo printed on 8,000 wine glass and canvas wine totes.
- 14 VIP Tickets to festival in the park (valued at \$2,450.00)
- 12 General Admission Tickets to the festival in the park (valued at \$540.00)
- Framed, 2010 commemorative poster.

2. Platinum - Reserve Package - \$10,000 Cash

Sponsor for the "headliner chef" (name to be announced at a later date)

- Logo printed on chef's aprons.
- Name and logo on all press releases about the headliner chef as sponsoring partner.
- Logo on all brochures, promotional posters and media releases.
- Up to 3 corporate banners displayed in Park one around Main Stage area, one in VIP area, and one at the main entrance.
- Company description, link and contact info on www.coloradowinefest.com. on the chef's informational page.
- Logo printed on 8,000 wine bags given to fest attendees.
- Complimentary booth space at Festival in the Park (booth not provided).
- 10 VIP Tickets to festival in the park (valued at \$1,750.00)
- 8 General Admission Tickets to the festival in the park (valued at \$360.00)
- Framed, 2010 commemorative poster.

3. Gold – Shuttle Service Sponsor \$7,000 Cash

- Logo, sign and acknowledgement on the shuttle buses
- Logo on all brochures, promotional posters and media releases.
- In texts and ads controlled by Colorado Mountain Winefest, mention in print ads, radio and TV commercials.
- Up to 3 corporate banners displayed at Park; one around Main Stage area, one in VIP area, and one at the main entrance.
- Company description, link and contact info on www.coloradowinefest.com
- Complimentary booth space at Festival in the Park (booth not provided).
- Logo printed on 8,000 wine bags given to fest attendees.
- 8 VIP Tickets to festival in the park (valued at \$1,400.00)
- 8 General Admission Tickets to the festival in the park (valued at \$360.00)
- Framed, 2010 commemorative poster.

4. Gold - Estate Package, Riedel Crystal Seminar - \$6,000 Cash

Exclusive sponsorship opportunity for Riedel Crystal Seminar at the Fest

- Name and logo on all press releases about Riedel.
- Logo on all brochures, promotional posters and media releases.
- Up to 3 corporate banners displayed in Park.
- Logo printed on 8,000 wine bags given to fest attendees.
- Company description, link and contact info on www.coloradowinefest.com.
- Complimentary booth space at Festival in the Park (booth not provided).
- 8 VIP Tickets to festival in the park (valued at \$1400.00)
- 6 General Admission Tickets to the festival in the park (valued at \$270.00)
- Framed, 2010 commemorative poster.

5. Gold - Estate Package, Viking Chef's Demonstrations - \$6,000 Cash

Exclusive sponsorship opportunity for Viking Chef's Demonstrations at the Fest

- Name and logo on all press releases about Viking Demonstrations.
- Logo on all brochures, promotional posters and media releases.
- Up to 3 corporate banners displayed in Park.
- Logo printed on 8,000 wine bags given to fest attendees.
- Company description, link and contact info on www.coloradowinefest.com.
- Complimentary booth space at Festival in the Park (booth not provided).
- 8 VIP Tickets to festival in the park (valued at \$1400.00)
- 6 General Admission Tickets to the festival in the park (valued at \$270.00)
- Framed, 2010 commemorative poster.

6. Silver - Amateur Winemaking Competition Sponsor - \$6,000 Cash

Exclusive sponsorship opportunity to sponsor the Amateur Winemaker Competition.

- Name and logo on all press releases and articles regarding Amateur Winemaker Competition.
- Logo on all brochures, promotional posters and media releases.
- Up to 3 corporate banners displayed in Park.
- Logo printed on 8,000 wine bags given to fest attendees.
- Company description, link and contact info on www.coloradowinefest.com.
- Complimentary booth space at Festival in the Park (booth not provided).
- 8 VIP Tickets to festival in the park (valued at \$1400.00)
- 6 General Admission Tickets to the festival in the park (valued at \$270.00)
- Framed, 2010 commemorative poster.

7. Silver - Best of Fest Sponsor – \$6,000 (Reserved)

Sponsoring partner for the Best of Fest Wine Competition

- Name and logo on all press releases and articles regarding Amateur Winemaker Competition.
- Logo on all brochures, promotional posters and media releases.
- Up to 3 corporate banners displayed in Park.
- Logo printed on 8,000 wine bags given to fest attendees.
- Company description, link and contact info on www.coloradowinefest.com.
- Complimentary booth space at Festival in the Park (booth not provided).
- 8 VIP Tickets to festival in the park (valued at \$1400.00)
- 6 General Admission Tickets to the festival in the park (valued at \$270.00)
- Framed, 2010 commemorative poster.

8. Chateau Package Host Hotel Sponsor – \$3,000 Cash + \$2,000 In-kind

Available to 2 properties: Exclusive opportunity for designation as official Winefest hotels – large logo and hotel information on brochures and website.

- Logo on all brochures, promotional posters and media releases.
- Up to 3 corporate banners displayed in Park.
- Full description on Host Hotel page with logo, hotel photograph, link, contact information and description and link on Visitor & Lodging and Sponsor page on www.coloradowinefest.com.
- Complimentary booth space at Festival in the Park (booth not provided).
- Logo on all brochures, promotional posters and media releases.
- 6 VIP Tickets to festival in the park (valued at \$1050.00)
- 4 General Admission Tickets to the festival in the park (valued at \$180.00)
- Framed, 2010 commemorative poster.

9. Bronze - The Living Garden presents Divine - \$2,400 or \$4,400 Cash

DiVine (\$2,400) will entwine around a tree or sprawl along a wall - DiVine is at first incognito. Reaching a height from 9' to 16' tall, the living vine slowly animates, moving in and out of stunning tableaux. She gracefully leaps her way to the next location leaving her audience fascinated as once more she melds into her surroundings.

Vine to Vine (\$4,400) Delight in the graceful beauty of two stunning Vine Women. Vine to Vine entwine around each other creating elegant and intriguing shapes before leaping away to merge with their environment.

Go to www.thelivinggarden.com, click on performances and view the video of DiVine.

- Logo on all brochures, promotional posters and media releases.
- Up to 2 corporate banners displayed in Park.
- Logo on all brochures, promotional posters and media releases.
- Company description, link and contact info on www.coloradowinefest.com.
- Complimentary booth space at Festival in the Park (booth not provided).
- 2 or 4 (depending on the package) VIP Tickets to festival in the park (valued at \$350-\$700.00).
- 4 or 6 (depending on the package) General Admission Tickets to the festival in the park (valued at \$180.00-\$270)
- Framed, 2010 commemorative poster.

10. Magnum Vintage Package \$2,000

Sponsorship opportunity: This could cover the charges for rentals and tents, bottled water, labor, tote/wine bags for all participants, etc.

- Logo on all brochures, promotional posters and media releases.
- 1 corporate banner displayed at Park entrance.
- Company description, link and contact info on www.coloradowinefest.com.
- Complimentary booth space at Festival in the Park (booth not provided).
- 4 General Admission Tickets to the festival in the park (valued at \$180.00)
- Framed, 2010 commemorative poster.

Please note that we will be happy to structure a Sponsorship packet to meet your needs.

For further information please contact the Winefest office at 970-464-0111

Email Sarah Catlin, Director, at scatlin@coloradowinefest.com.

Visit our website www.coloradowinefest.com for event details.