



Colorado Mountain Winefest 2011 Sponsorship Opportunities

Palisade's Colorado Mountain Winefest Event Overview and History

- 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. The festival will be celebrating its 20th anniversary in 2011.
- 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 17, 2011, 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.”



Marketing Strategies

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

- Direct mail (30,000+ brochures mailed to targeted list, 60,000 printed).
- Radio and TV promotion outside the Western Slope, on the Front Range, New Mexico and Utah.
- In-depth social media campaign via Facebook, Twitter, and YouTube to direct audience to website and inform of ongoing games and information.
- 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.

Statistics

- The 2010 Palisade Winefest grew in gross revenue over the 2009 event.
- Winefest attracts consumer demographics from 30-60 years of age audience, predominately in the higher income brackets.
- 2010 ticket sales totaled 6,600. 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. This amount **doubled** in 2010 due to the introduction of social media to 46,284 unique visitors and 180,098 page views.
- The sponsor links also experienced a great number of "outbound links" to their websites from the Colorado Winefest website.

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).

Colorado Mountain Winefest 2011

Sponsorship Opportunities

Sponsorship Packages

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

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

- Exclusive positioning of Sponsor's logo next to the Winefest logo on the website banner.
- Logo on all brochures, promotional posters and media releases.
- In texts and ads controlled by Colorado Winefest, mention in print ads, radio and TV commercials as "Colorado Winefest Presenting Sponsor".
- 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 glasses.
- 14 VIP Tickets to festival in the park.
- 12 General Admission Tickets to the festival in the park.
- Framed 2011 artist signed commemorative poster.

2. Gold - Exclusive Reserve VIP Tent Package and Premier VIP Ticket Package - \$10,000 Cash

- Logo on all brochures, promotional posters and media releases.
- Up to 3 corporate banners displayed at Park; one around Main Stage area, one in VIP area, and one at the main entrance.
- Banner and mention on all material that this sponsor is the exclusive sponsor for the VIP Tent.
- Company description, link and contact info on www.coloradowinefest.com
- Complimentary booth space at Festival in the Park (booth not provided).
- 11 VIP Tickets to festival in the park.
- 8 General Admission Tickets to the festival in the park.
- Framed 2011 artist signed commemorative poster.

3. Platinum - Reserve Package - \$6,000 Cash

Sponsor for the "headliner chef" cooking demo and dinner on Friday night before the Winefest. Celebrity chefs will also do a special food and wine paring seminar on Saturday at the main festival.

- 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.
- Complimentary booth space at Festival in the Park (booth not provided).
- 8 VIP Tickets to festival in the park.
- 6 General Admission Tickets to the festival in the park.
- Framed 2011 artist signed 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.
- 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.
- 6 General Admission Tickets to the festival in the park.
- Framed 2011 artist signed commemorative poster.

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

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

- 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.
- 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.
- 6 General Admission Tickets to the festival in the park.
- Framed 2011 artist signed commemorative poster.

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

Available to 3 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.
- 4 General Admission Tickets to the festival in the park.
- Framed 2011 artist signed commemorative poster.

7. Magnum Vintage Package \$2,000 Cash

Sponsorship opportunity: This could cover the charges for rentals and wine 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.
- Framed 2011 artist signed 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.