



traversecitywinefestival.com

SATURDAY June 30th ~ 3-10pm

On the Grounds of the Grand Traverse Commons

The Traverse City Wine & Art Festival is held annually in June at the Grand Traverse Commons. The festival celebrates the region's wineries and the spectacular culture of Traverse City.

Here are some highlights of the festival

- For the past 3 years the Traverse City Wine & Art Festival has hosted an average of 3,000 guests each year.
- The Festival gathers nearly every winery from Traverse City, the Leelanau & Old Mission Peninsulas and Benzie County at one event to feature and celebrate their wines collectively. A regional first!
- The region's best visual artists bring their work to showcase and sell at the festival.
- Promotional material is hand-distributed to over 25,000 potential attendees at locations across the state of Michigan.
- A regional PR campaign brought news of the Festival and sponsors to hundreds of thousands of food & wine aficionados in Michigan and the wider Great Lakes Region.
- The Traverse City Wine & Art Festival was the first large festival to take place at the newly renovated Grand Traverse Commons and will serve as a centerpiece of the summer 2012 Traverse City event lineup.

Some of the benefits Traverse City Wine & Art Festival sponsors receive include:

- Strengthening your organization's image as a supporter of local wine, art and food.
- Recognition as a sponsor on promotional materials distributed to tens of thousands of potential attendees.
- Presentation of your brand to an audience of more than 3,000 attendees.
- Presence in the event program distributed to attendees.
- Listing on the Traverse City Wine & Art Festival website for one year.
- Identification as a sponsor in media communications.
- Support of one of the nation's fastest growing wine regions.
- Complimentary event tickets.

2012 Sponsorship Options

Presenting Sponsor \$7,500

- Full back cover ad of event program
- Logo on all printed material
- Name in all official event press releases
- Mention in radio interviews
- Promotional 10x20 space inside the Festival
- Your banner at Festival entrance
- Information display space at festival gate
- Stage recognition during the festival
- Ad & link on travercitywinefestival.com for one year
- 25 Event tickets

Entertainment Sponsor \$5,000

- Full inside back cover ad of event program
- Logo on all printed material
- Name in all official event press releases
- Mention in radio interviews
- Promotional 10x10 space inside the Festival
- Information display space at the Festival gate
- Your banner on the stage
- Stage recognition during the festival
- Ad & link on travercitywinefestival.com for one year
- 20 Event tickets

Wine Sponsor \$3,000

- Full-page ad in event program
- Logo on all printed material
- Name in all official event press releases
- Mention in radio interviews
- Promotional space inside the Wine tent
- Your banner above the entrance to the Wine tent
- Information display space at the Festival gate
- Stage recognition during the festival
- Ad & link on travercitywinefestival.com for one year
- 16 event tickets

Art Sponsor \$1,500

- Full-page ad in event program
- Your logo on all promotional material
- Name in all official event press releases
- Sponsor table in Art area
- Your banner on display
- Information display space at the Festival gate
- Stage recognition during the festival
- Ad & link on travercitywinefestival.com for one year
- 12 event tickets

Food Sponsor \$1,500

- Full-page ad in event program
- Your logo on all promotional material
- Name in all official event press releases
- Sponsor table inside the Festival
- Your banner on display
- Information display space at the Festival gate
- Sponsor table in Food area
- Ad & link on traversecitywinefestival.com for one year
- Stage recognition during the festival
- Ad & link on traversecitywinefestival.com for one year
- 12 event tickets

Featured Sponsor \$1,000

- 1/2 page ad in event program
- Your logo on all promotional material
- Name in all official event press releases
- Your banner on display
- Information display space at the Festival gate
- Stage recognition during the festival
- Ad & link on traversecitywinefestival.com for one year
- 8 event tickets

Supporting Sponsor \$500

- 1/4 page ad in event program
- Your banner on display
- Stage recognition during the Festival
- Ad & link on traversecitywinefestival.com for one year
- 4 event tickets

Friends of the Wine Festival \$250

- 1/8 page ad in event program
- Logo & link on traversecitywinefestival.com for one year
- 4 event tickets

*If you do not see a package that meets your needs, we will gladly work with you to create an individualized package that better supports your contribution. We are excited to work with you and to have your organization as part of the 2012 Traverse City Wine & Art Festival.

Program Ads

Black and White

\$200 ___ Full Page 5"(w) x 8"(h)

\$125 ___ Half Page 5"(w) x 4"(h)

\$75 ___ Quarter Page 2.5"(w) x 4"(h)

\$40 ___ Business Card 2.5"(w) x 2"(h)

You must reserve your space by May 1st, 2012.

All ads must be sent in the exact size specifications. All ads must be received in PDF or TIF format by May 15th, 2012. There will be an additional charge of \$50/hr for time spent formatting ads that are not sent to the above specifications.

Yes, please reserve a program ad @ \$ _____

Email your completed ad to fred@leelanau.com

Please make checks payable to: Leelanau Peninsula Vintners Association (LPVA) and mail to:

Leelanau Peninsula Vintners Association
818 Red Drive, Suite 10
Traverse City, MI 49684

If you wish to pay by credit card, please email your request to info@traverscitywinefestival.com.