

# Direct Access to the Perfect Demographic



Sample From a Selection  
Of Over 250 wines,  
Cooking Demonstrations  
By Area Chefs, Live Music  
Performed Daily.

#### DATES

July 30-31, 2010

Friday, 4:00PM to 10:00PM

Saturday, 3:00PM to 9:00PM

#### LOCATION

Franklin Park Conservatory

#### TICKETS

\$25 in advance, \$35 at the gate

#### EXPECTED ATTENDANCE

6,000-7,000

#### CHARITY

Franklin Park Conservatory

## MEDIA PLAN - 2010 SCHEDULE

Media partners of the Columbus Wine Festival will assist in communicating Festival details to our target audience. Sponsors will see benefits from our comprehensive marketing effort that will leverage their brands across multiple media. Media partners have included:

#### PRINT

Columbus Monthly  
Columbus Alive  
Columbus Dispatch  
Wine Buzz Magazine  
TheWineBuzz

#### RADIO

WJZA (103.5 FM)  
WVMX (107.9 FM)

#### TELEVISION WOW!

#### INTERNET

Metromix Columbus:  
[www.columbus.metromix.com](http://www.columbus.metromix.com)

#### BROCHURES

Festival brochures will be distributed around Columbus and suburban area businesses, hotels, wine shops and restaurants.

#### PUBLIC RELATIONS CAMPAIGN

Press releases distributed to print, broadcast, food and wine, travel and online media outlets.

Patton Public Relations has been contracted to handle the public relations campaign.





### OFFICIAL SPONSORSHIP

- Exclusivity in product category
- Partner recognition on sponsor page of the Festival program
- Partner name or logo included in press releases, brochures and print advertising
- Partner logo with hotlink included on Festival website
- One (1) full-page, black and white advertisement in the Festival program
- Three (3) 3'x5' banners displayed on Festival grounds (Partner to supply banners)
- One (1) 10'x10' display space for product sales and sampling
- Fifty (50) entry passes to the Festival  
INVESTMENT: \$5,500

### ENTERTAINMENT STAGE SPONSORSHIP

- Exclusivity in product category
- Entitlement of Stage including signage exclusivity (i.e. signage identifying stage as Partner Entertainment Stage)
- Partner name or logo included in all advertising and on sponsor page of the Festival program
- Partner logo included in direct mail, press releases and collateral materials including brochures
- One (1) full-page color advertisement in Festival program
- Five (5) 3'x5' banners displayed throughout Festival grounds (Partner to supply banners)
- One (1) 10'x10' tent/display space for product sales and sampling

- One hundred (100) entry passes to the Festival
- Opportunity to conduct two (2) presentations/demonstrations on the stage (topic/subject to be mutually agreed upon by Partner and Festival producers)
- Partner logo with hotlink included on Festival website  
INVESTMENT: \$7,500

### HOSPITALITY SPONSORSHIP

- Partner name or logo included in all print advertising
- Partner recognition on sponsor page of the Festival program
- Partner logo included in direct mail, press releases and collateral materials including brochures
- One (1) full-page black & white advertisement in Festival program
- Five (5) 3'x5' banners displayed throughout Festival grounds (Partner to supply banners)
- One (1) 10'x10' tent/display space for product sales and sampling
- One hundred fifty (150) entry passes to the Festival and your private hospitality area (75 per day)
- Private hospitality area reserved to entertain Partner's clients (catering and beverage expense additional)
- Festival will provide a private tented environment with a patio surrounded by white picket fence. Interior to include lighting, buffet, bar, tables and chairs
- Partner logo with hotlink included on Festival website  
INVESTMENT: \$7,500 for 2 days or \$5,000 for 1 day

### EXHIBITOR/VENDOR OPPORTUNITIES

The Festival offers wineries, restaurants, distributors and retailers opportunities to promote products through sampling and sales at the Festival.

Exhibitors/vendors will receive:

- One (1) 10'x10' display space
- One (1) 8' skirted table
- Two (2) chairs
- Ten (10) entry passes to the Festival
- Four (4) staff badges
- Booth sign with vendor name
- Listing in Festival program distributed to all attendees

### WINE VENDORS

- Opportunity to sample wine (maximum of 6 wines per booth)
- Opportunity to sell your wine on-site through Giant Eagle and to distribute company literature and promotional items

WINE VENDOR FEE: \$400

### RESTAURANT VENDORS

Opportunity to sell your food products and RETAIN ALL profits

RESTAURANT VENDOR FEE: \$500

### EXPO BOOTH VENDORS

Opportunity to sell your products and distribute company literature, coupons and promotional items

EXPO BOOTH VENDOR FEE: \$800