

Direct Access to the Perfect Demographic



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

DATES

Saturday, May 29, 2010
1:00PM to 7:00PM

LOCATION

Festival Park

TICKETS

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

EXPECTED ATTENDANCE

2,500-3,500

CHARITY

NISRA

MEDIA PLAN - 2010 SCHEDULE

Media partners of the Elgin 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 brand across multiple media. Media partners have included:

PRINT

Chicago Tribune
Daily Herald
McHenry County Living
NISRA Magazine

RADIO

WWYW (103.9 FM)

TELEVISION

Comcast

BROCHURES

Festival brochures will be displayed in Chicago and suburban area businesses, hotels, wine shops and restaurants. Brochures are distributed to 34,000 Elgin households.

INTERNET

City of Elgin:
www.cityofelgin.org
inPLAY Events will send multiple e-mails to a qualified list of 30,000 names.

PUBLIC RELATIONS CAMPAIGN

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





OFFICIAL SPONSORSHIP

- Exclusivity in product category
 - Recognition on sponsor page of the festival program
 - Name or logo included in press releases, brochures and print advertising
 - Logo with hotlink included on festival website
 - One (1) half-page, black and white advertisement in the festival program
 - Three (3) 3'x5' banners displayed on festival grounds (banners provided by sponsor)
 - One (1) 10'x10' display space for product sales and sampling
 - Fifty (50) entry passes to the festival
- INVESTMENT: \$3,000

ENTERTAINMENT STAGE SPONSORSHIP

- Exclusivity in Partner product category
- Entitlement of Stage including signage exclusivity (i.e. signage identifying stage as Partner Entertainment Stage)
- Partner name and/or logo included in all advertising and on a sponsor page in 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' display space for product sales and pricing

- 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: \$5,000

HOSPITALITY SPONSORSHIP

- Partner name and /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 a white picket fence. Interior to include chandelier lighting, buffet, bar, tables and chairs
 - Partner logo, with hotlink, included on Festival website
- INVESTMENT: \$5,000

EXHIBITOR/VENDOR OPPORTUNITY

- The festival offers an opportunity to promote consumer 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 a local retailer
 - Distribute company literature and promotional items
- WINE VENDOR FEE: \$400

FOOD VENDORS

- Opportunity to sell your food products and RETAIN ALL profits
- FOOD VENDOR FEE \$500

EXPO BOOTH VENDORS

- Opportunity to sell your products and distribute company literature, coupons and promotional items
- EXPO BOOTH VENDOR FEE: \$700