

# Sponsorship Packages



Bringing together outstanding wine, delicious food & amazing people along the stunning shores of Lake Tahoe.

Sponsors of the *Tahoe City Food & Wine Classic* are offered a unique opportunity to share their brand with an engaged, high-income, and well-educated audience. Your business will be part of all pre-event, day of, and post event promotions – recognized for supporting a first-class, sell-out event that is celebrated as *The Best Wine Event in Tahoe*.

## Sponsor Benefits

	<b>Champagne \$4,000</b> Two Available	<b>Cabernet \$2,000</b> Five Available	<b>Chardonnay \$750</b>
<b>PROMOTIONAL</b>			
Logo on commemorative event wine glasses (approx. 1,000)	●		
Logo on commemorative event reusable bags (approx. 1,000)	●	●	
One marketing item inserted in commemorative bag (approx. 1,000)	●	●	
Logo on 8'x 3' event banner displayed in downtown Tahoe City	●*	●	●
<b>PRESS &amp; ADVERTISING</b>			
Sponsor recognition in event press releases	●	●	
Logo on all regional print advertising	●	●	
Logo on posters (500 distributed regionally)	●	●	
Logo on event tasting map	●*	●	
<b>ONLINE MARKETING</b>			
Logo with link on every page of Food & Wine Classic website	●	●	●
Logo with link on all event email campaigns (5,000 subscribers)	●	●	●
“Featured Sponsor” segment in one email blast (5,000 subscribers)	●		
Sponsor recognition on social media platforms (22,500 followers)	●	●	●
<b>COMPLIMENTARY ITEMS</b>			
4 tickets (\$260 value)	●		
2 tickets (\$130 value)		●	●

\* With “Presented by” designation