2018 Leland Wine & Food Festival

Celebrating 33 Years!
Saturday, June 9, 2018 ~ 12-6pm
Always held on the second Saturday of June

Sponsorship Opportunities

For additional info or questions contact a Leland Wine & Food Festival Planning Committee member: Marsha Brunett, Sally Buchanan, Jennifer Collins, Peggy Gauthier, Summer Meyer, Katherine Palms, Taylor Simpson and Tony West at chamber@lelandmi.com or Committee Chair: Kate Vilter – 231-256-9971 – kate@theriverside-inn.com
2018 | 33rd Annual Leland Wine & Food Festival

Sponsorship opportunities are available for the 33rd Annual Leland Wine & Food Festival! The Leland Chamber strives to provide a fabulous festival experience for all in celebration of our local wine and food industry – and our sponsors contribute in keeping the festival grassroots.

Please explore and consider our various Festival sponsorship opportunities to find an option that works best for you and/or your organization. You may also contact us if you are interested in custom sponsorships, gift-in-kind donations, and partnerships – suitable for any budget.

As a non-profit, all proceeds from Leland Chamber events are designated to local charities, educational partnerships, marketing, and town maintenance. You have the satisfaction of knowing that your sponsorship directly benefits our local economy and community!

Festival Highlights

- The Leland Wine & Food Festival is the oldest, continually hosted wine festival in Michigan!
- Guests enjoy non-stop live music.
- The festival attracts roughly 3,000 people with a target of 4,000 people for 2018
- Attendees come from all over Michigan, neighboring states and beyond
- The festival is volunteer-based, and made possible by over 120 ‘vital’ yearly volunteers!
- The Leland Chamber Wine & Food Festival Committee directs and manages the festival
- The festival is committed to showcasing our fabulous local wineries and food vendors

Marketing Reach

- Radio advertisements locally and throughout target markets in Michigan
- TV, Radio & Newspaper interviews with most local media, including MyNorth
- Gift in Kind advertisements: TV 7&4, WNMC and WCMU
- Print advertisements:
  - Traverse Magazine: circulation 24,000 monthly
  - Northern Express: 30,000 weekly copies to 13 NW MI counties – 75,000 weekly readers
  - Leelanau Enterprise: circulation over 8,700 weekly
  - 200 event posters and 600 collectible posters featuring local artist/painting
  - Festival flyers and point-of-purchase cards distributed to Leelanau wineries & businesses
- Web marketing:
  - My North Media: 3 event alerts to 22,000 addresses and 4 ticket wires to 74,000 addresses
  - My North Tickets: Online sales, including event calendar listing & weekly event e-newsletter
  - Leelanau Peninsula Wine Trail e-newsletter – 9,000 targets
- Leland Chamber website & social media marketing (Facebook, Instagram, eNews & Events)
2018 | 33rd Annual Leland Wine & Food Festival

3 Presenting Sponsorship Opportunities
$3000 each (Options 1-3 are each exclusive – only one available)

1 Presenting Sponsor
Logo on Wine Glasses
$3000

2 Presenting Sponsor
Logo on Wristbands
$3000

3 Presenting Sponsor
Logo on Motion Booth video
$3000 (video example)

Presenting Sponsors also receive:
- Sponsor logo on 200 event posters
- Sponsor logo at least 4000 festival maps
- Sponsor logo printed promotional material for the event
- Sponsor name mentioned in all official event press releases
- Sponsor name mentioned in all radio and TV interviews
- Your company/organization banner featured at festival entrance
- Sponsor logo on sponsorship sign at entrance
- Sponsor logo linked to your website on My North Marketing (3 alerts at 22,000 addresses and 4 ticket wires at 74,000 addresses)
- Advertisement with link on www.lelandmi.com/events/wine-food-festival for one year
- Advertisement with link in the Leland Chamber of Commerce e-newsletter
- Sponsor name linked to website in Leelanau Peninsula Wine Trail e-newsletter – 9,000 targets
- Sponsor logo or name on weekly promotions via social media strategies for 4-weeks leading up to festival
- Optional promotional 10’ x 10’ space inside the festival
- 2 Autographed copies of festival poster
- 10 tickets to the festival ($250 value)
- 4 VIP tickets to the festival (includes 10 complimentary wine tasting tokens per ticket – value $180)

Contact us if you have additional and/or creative promotional options that would better benefit your company.

Your support of the Leland Wine & Food Festival helps us continue to be successful, and in turn directly support and generate additional revenue in our extended community.
2018 | 33rd Annual Leland Wine & Food Festival

Art Sponsorship Opportunity
$2000 (exclusive – only one available)

Art Sponsor receives:

- Sponsor logo on Leland artwalk posters (Friday, June 8 ~ 5-8pm) and 200 wine festival posters
- Sponsor logo on Leland artwalk maps and 4000 wine festival maps
- Sponsor logo on printed promotional material for the artwalk and festival events
- Sponsor name/logo on banner at the artwalk and at the wine festival merchandise tent
- Sponsor name mentioned in all official event press releases
- Sponsor logo on sponsorship banner at entrance of wine festival
- Advertisement with link on www.lelandmi.com/events/wine-food-festival for one year
- Advertisement with link in the Leland Chamber of Commerce e-newsletter
- Sponsor name linked to website in Leelanau Peninsula Wine Trail e-newsletter – 9,000 targets
- Sponsor logo or name on weekly promotions via social media strategies for 4-weeks leading up to festival
- Autographed copy of festival poster
- 8 tickets to the festival ($200 value)
- 2 VIP tickets to the festival (includes 10 complimentary wine tasting tokens per ticket – value $90)

Contact us if you have additional and/or creative promotional options that would better benefit your company.
2018 | 33rd Annual Leland Wine & Food Festival

Entertainment Sponsorship Opportunity

$1500 (exclusive – only one available)

**Entertainment Sponsor** receives:

- Sponsor logo on 200 event posters
- Sponsor logo on at least 4000 festival maps
- Sponsor logo on printed promotional material for the event
- Sponsor name mentioned in all official event press releases
- Sponsor name/logo on banner at musical entertainment stage
- Sponsor logo on sponsorship sign at entrance
- Advertisement with link on [www.lelandmi.com/events/wine-food-festival](http://www.lelandmi.com/events/wine-food-festival) for one year
- Advertisement with link in the Leland Chamber of Commerce e-newsletter
- Sponsor name linked to website in Leelanau Peninsula Wine Trail e-newsletter – 9,000 targets
- Sponsor logo or name on promotions via social media strategies for 4-weeks leading up to festival
- Autographed copy of festival poster
- 8 tickets to the festival ($200 value)
- 2 VIP tickets to the festival (includes 10 complimentary wine tasting tokens per ticket – value $90)

*Contact us if you have additional and/or creative promotional options that would better benefit your company.*
2018 | 33rd Annual Leland Wine & Food Festival

Wine Sponsorship Opportunity

$1500 (exclusive - only one available)

Wine Sponsor receives:

• Sponsor logo on 200 event posters
• Sponsor logo on at least 4000 festival maps
• Sponsor logo on printed promotional material for the event
• Sponsor name mentioned in all official event press releases
• Your company/organization banners featured at wine & food tent entrance
• Sponsor logo on sponsorship sign at entrance
• Advertisement with link on www.lelandmi.com/events/wine-food-festival for one year
• Advertisement with link in the Leland Chamber of Commerce e-newsletter
• Sponsor name linked to website in Leelanau Peninsula Wine Trail e-newsletter – 9000 targets
• Sponsor logo or name on promotions via social media strategies for 4-weeks leading up to festival
• Autographed copy of festival poster
• 8 tickets to the festival ($200 value)
• 2 VIP tickets to the festival (includes 10 complimentary wine tasting tokens per ticket – value $90)

Contact us if you have additional and/or creative promotional options that would better benefit your company.

Thank you for considering becoming a festival sponsor – and helping to continue and sustain a much loved Leland tradition.

Here’s to the next 33 years!
Food Sponsorship Opportunity

$1500 (exclusive - only one available)

Food Sponsor receives:

- Sponsor logo on 200 event posters
- Sponsor logo on at least 4000 festival maps
- Sponsor logo on printed promotional material for the event
- Sponsor name mentioned in all official event press releases
- Your company/organization banners featured at wine & food tent entrance
- Sponsor logo on sponsorship sign at entrance
- Advertisement with link on www.lelandmi.com/events/wine-food-festival for one year
- Advertisement with link in the Leland Chamber of Commerce e-newsletter
- Sponsor name linked to website in Leelanau Peninsula Wine Trail e-newsletter – 9000 targets
- Sponsor logo or name on promotions via social media strategies for 4-weeks leading up to festival
- Autographed copy of festival poster
- 8 tickets to the festival ($200 value)
- 2 VIP tickets to the festival (includes 10 complimentary wine tasting tokens per ticket – value $90)

Contact us if you have additional and/or creative promotional options that would better benefit your company.
2018 | 33rd Annual Leland Wine & Food Festival

Become A Sponsor – Opportunities

**Gold Sponsor** | $1000
- Sponsor logo on 200 event posters
- Sponsor logo on printed promotional material for the event
- Sponsor logo on sponsorship sign at entrance
- Advertisement with link on www.lelandmi.com/events/wine-food-festival for one year
- Advertisement with link in the Leland Chamber of Commerce e-newsletter
- Sponsor name linked to website in Leelanau Peninsula Wine Trail e-newsletter – 9000 targets
- Promotions via social media strategies for 4-weeks leading up to festival
- Autographed copy of festival poster
- 6 tickets to the festival ($150 value)

**Silver Sponsor** | $500
- Sponsor logo on sponsorship sign at entrance
- Advertisement with link in the Leland Chamber of Commerce e-newsletter
- Sponsor name linked to website in Leelanau Peninsula Wine Trail e-newsletter – 9000 targets
- Promotions via social media strategies for 4-weeks leading up to festival
- 4 tickets to the festival ($100 value)

**Friend of the Festival** | $250
- Sponsor listing on sponsorship sign at entrance
- Advertisement with link in the Leland Chamber of Commerce e-newsletter
- Sponsor link in the Leland Chamber of Commerce e-newsletter
- Sponsor name linked to website in Leelanau Peninsula Wine Trail e-newsletter – 9000 targets
- Promotions via social media strategies for 4-weeks leading up to festival
- 2 tickets to the festival ($50 value)

**LCOC Member Sponsor** | $150
- Only available to Leland Chamber of Commerce Members
- Sponsor listing on sponsorship sign at entrance
- Advertisement with link in the Leland Chamber of Commerce e-newsletter
- Sponsor link in the Leland Chamber of Commerce e-newsletter
- Sponsor name linked to website in Leelanau Peninsula Wine Trail e-newsletter – 9000 targets
- Promotions via social media strategies for 4-weeks leading up to festival
- 2 tickets to the festival ($50 value)

*Contact us if you have additional and/or creative promotional options that would better benefit your company.*
2018 | 33rd Annual Leland Wine & Food Festival

Sponsorship Contract

Thank You for supporting the festival!

Please complete exactly as you would like information to appear in all online and published material:

Sponsor Name __________________________________________________________ Date ________________

Street Address ____________________________________________________________________________

Sponsor Email ________________________________________________________

Sponsor Phone ________________________ Website ________________________________

Social Media Accounts ________________________________________________________________

Contact Name __________________________________________ Position ____________________________

Contact Phone ________________________ Contact Email _________________________________

**Exclusive Sponsorships**
(Only 1 sponsor for each category!)

_____ Presenting Sponsorship 1 – $3000

_____ Presenting Sponsorship 2 – $3000

_____ Presenting Sponsorship 3 – $3000

_____ Art Sponsorship – $2000

_____ Entertainment Sponsorship – $1500

_____ Wine Sponsorship – $1500

_____ Food Sponsorship – $1500

**General Sponsorships**
(The more – the merrier!)

_____ Gold Sponsorship – $1000

_____ Silver Sponsorship – $500

_____ Friends of the Festival – $250

_____ LCOC Member Sponsorship – $150

_____ Support the festival with a donation:

$ ______________

Please make checks payable to Leland Chamber of Commerce or fill in credit card payment info:

Name on Card ____________________________ Card Number __________________________

Expiration Date ________________________ Zip Code __________________ Security Code________

The benefits listed in the LCOC Wine & Food Festival Sponsorship file category that I have selected are the only benefits I am entitled to receive in return for my sponsorship, and the tickets to which I am entitled cannot be exchanged for product. I am not entitled to receive any benefits until LCOC has received 100 percent of my sponsorship amount. The Leland Chamber of Commerce reserves all rights to design, conduct, produce and manage all events, and my sponsorship grants no rights in these areas. By signing below, I acknowledge and accept the terms and conditions of this contract.

Sponsor Signature __________________________________________ Date ________________