



Grape Days of Summer Sponsorship Opportunity



The Grape Days of Summer Wine Tour is hosted by seven of Placer County's most award winning wine producers from Lincoln to Auburn. Be a part of the local food and wine movement by sponsoring an event showcasing highly acclaimed wines, and the wineries that create them.

Show your support for local wineries and get your brand in front of local food & wine enthusiasts -- consider being a sponsor of the biggest event the Placer County Wine Trail has ever hosted! The Placer County Vintners Association (PCVA) have just begun to tap the surface of wine & food enthusiasts in the Sacramento Region. Join us and get in on a growing local market – we expect 300-500 attendees.

Wine consumers are America's most accomplished, settled and affluent demographic according to Wine Business Monthly:

- 75 percent of frequent wine consumers are married, compared with 61 percent of most households.
- 87 percent are homeowners, concentrated in the highest value home communities of the country.
- 51 percent are between the ages of 35 and 55; 74 percent are between the ages of 35 and 65.
- 64 percent have household incomes over \$100,000, compared with 16.9 percent of the general population. Three-quarters have household incomes over \$75,000 per year, compared with 28.5 percent of the general population.
- Nearly 47 percent have completed college, with 34.8 percent of them having completed graduate school.
- Two-thirds of wine consumers enjoy travel and cultural events

This Placer County Wine Trail event is sure to offer these affluent consumers the “wine experience” they crave! We have several sponsorship levels and benefits to fit all marketing budgets, including raffle donation opportunities. Your contribution will be acknowledged at the event and in promotional materials, emails and our website, www.placerwine.com.

GRAPE DAYS SPONSORSHIP LEVELS

Zinsational - \$1000+ (1 Available)

1. Logo on souvenir wineglass (EXCLUSIVE!)
2. Option to have vendor table at event
3. Web button & Logo with link on PCVA website
4. Large logo with link to your website on event Emails
5. Large logo on promotional collateral and advertisements (where possible)
6. Logo in 6 social media posts (Facebook/Twitter)
7. Collateral displayed in August at PCVA member wineries
8. Mention in press release and media materials
9. 8 Grape Days Event Tickets

Barber-rah rah - \$500

1. Option to have vendor table at event
2. Business name/link listed as sponsor on PCVA website
3. Business name/link listed as sponsor on event Emails
4. Business Listing on promotional flyers and print ads (where possible)
5. Mention in social media posts (2 posts)
6. 4 Grape Days Event Tickets

Cab is Fab - \$750

1. Option to have vendor table at event
2. Logo on PCVA website with link to your website
3. Logo with link to your website on event Emails
4. Small logo on promotional collateral and advertisements
5. Logo included in 4 social media posts (Facebook/Twitter)
6. Mention in press releases and media materials
7. 6 Grape Days Event Tickets

Que Syrah Syrah - \$250

1. Business Listing on PCVA website (non linking)
2. Business Listing on promotional flyers and print ads
3. Mention in social media post (1 post)
4. 2 Grape Days Event Tickets

2011 GRAPE DAYS OF SUMMER SPONSOR APPLICATION

Yes, I would like to sponsor the Grape Days of Summer (check the box for your level of sponsorship):

Check Box	Amount	Sponsorship Level
	\$1,000	Zinsational Sponsor – only 1 available (first come, first served – email commitment to placervintners@gmail.com ASAP!)
	\$750	Cab is Fab Sponsor
	\$250	Barber-rah Rah Sponsor
	\$250	Que Syrah Syrah - Sponsor
		Other: (include details)
		TOTAL

No, I can't be a sponsor this year but would like to donate a raffle prize (please describe):

Please complete all details below:

Primary Contact:		
Business/Organization Name:		
Street Address:		
City:	State:	Zip:
Mailing Address (if different from above):		
City:	State:	Zip:
Phone Number	Fax Number:	
Email:	Web site:	

**Email logo and links to placervintners@gmail.com*

Please complete the information above and fax registration form to Jocelyn Maddux at (916) 663-3876, then please enclose a check payable to Placer County Vintners and mail to the address below before July 25, 2010:

Placer County Vintners Association
P.O. Box 811, Auburn, CA 95604

If you have questions or need additional information, contact:
Jocelyn Maddux at (530) 990-2505, placervintners@gmail.com

Thank you for supporting local wineries!