



2012

**SPONSORSHIP  
OPPORTUNITIES**



**CHARLESTON®  
WINE + FOOD  
FESTIVAL**

*Questions? Contact* **ANGEL POSTELL, EXECUTIVE DIRECTOR**

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**DATE:** March 1-4, 2012 (*annually first weekend in March*)

**LOCATION:** Charleston, SC (*population 355,000*)

**AUDIENCE:** 19,000 food and wine connoisseurs from across the country. *40% (7,600 attendees) located 50+ miles away.*

**FOUNDED:** 2006

**MISSION:** To enhance Charleston's culinary reputation and support important charitable endeavors by focusing national attention on the entertainment, education and gastronomical opportunities presented by world-class professional chefs and wine experts.

**EVENT OVERVIEW:** The annual BB&T Charleston Wine + Food Festival® celebrates the best that the city of Charleston, SC has to offer: a local food culture rich in tradition and James Beard award-winning chefs. The four-day event, praised by *Forbes Traveler* as one of the top five food and wine festivals in the U.S., infuses historic venues, homegrown flavor, and the most celebrated chefs, culinary professionals and winemakers into over 70 events throughout the weekend. In 2011, the organization was awarded the Governor's Cup thus becoming one of the youngest organizations to receive this prestigious honor for promoting tourism in South Carolina.

**ECONOMIC IMPACT:** The Festival has a steady record of boosting the local economy. In 2011, its total contribution to the Charleston-area economy rose to over \$7 million, which represents a \$2 million increase from the previous year. Since its founding in 2006, the Festival has generated a positive economic impact that amounts to more than \$22 million. The Festival creates hundreds of jobs and spends 90 percent of its budget locally. Being a responsible organization, the Festival works hard to recycle on-site and does the most recycling of any festival in the city, with over 20 tons being diverted from landfills.

**CHARITIES:** Each year, the Festival also gives back to other area culinary-related non-profit organizations. Since 2006, \$250,000 has been provided to area charities and scholarship programs. The 2011 charitable funding for the Signature Charity—Lowcountry Local First—directly benefited farmers to create jobs and online sales systems for economic development. Scholarship programs have also been started at The Art Institute of Charleston, the Culinary Institute of Charleston and the College of Charleston.

**WHY CHARLESTON?** Charleston is a city rich in history, tradition

and Southern charm, attracting nearly 4 million visitors a year and ranked by *Travel + Leisure* as the third best U.S. city to visit. Charleston is one of the most historical and well-preserved cities in the United States. Since its founding more than 300 years ago, the city has had a starring role in the history of South Carolina and the nation as a whole. The city's historic district features 73 pre-Revolutionary buildings, 136 late 18<sup>th</sup>-century structures and over 600 others built in the mid-19<sup>th</sup> century.

The city boasts over 150 restaurants—everything from hidden oyster and seafood shacks to high-end, award-winning white tablecloth establishments. For the last several years, Charleston chefs have either won or been nominated for the most significant culinary honor—a James Beard Foundation Award. Local fishermen, shrimpers, and farmers provide their freshest goods to the city's restaurants and chefs.

The Lowcountry (the low-lying coastal region stretching from Charleston, SC to Savannah, GA) is famed for its luscious cooking style, which emerges from a unique mix of English, French, Spanish, Irish, Italian, African, and Caribbean influences.

**FEATURED GUESTS:** The caliber of the guest chefs, beverage professionals and authors featured at the Festival is outstanding. Top-ranked chefs have included Daniel Boulud, Andrew Carmellini, Bobby Flay, John Besh, David Chang and Tom Colicchio. Noted winemakers like Andrea Immer Robinson, Doug Shafer, Jean-Bernard Delmas, Evan Goldstein and Laurent Drouhin have also participated. In addition, national media figures and authors such as R.W. Apple Jr., Ruth Reichl, Andrew Knowlton, John T. Edge, Barbara Fairchild, Sara Moulton, Matt Lee and Ted Lee have been featured.

*For a complete listing, visit: [www.charlestonwineandfood.com/prep](http://www.charlestonwineandfood.com/prep)*

**LEADERSHIP:** Angel Postell, *Founder and Executive Director*  
Rick Jerue, *Chair of Board of Directors, Director of The Art Institute of Charleston*

*Learn more by visiting:*  
**CHARLESTONWINEANDFOOD.COM**

# BY THE NUMBERS [ECONOMIC IMPACT]

Based on a study conducted by the College of Charleston's Office of Tourism Analysis.



## DEMOGRAPHICS:

- 60% of Festival visitors were from the Charleston tri-county area while 40% were non-local
- 11.4% of those surveyed had never been to Charleston prior to the 2011 Festival
- Average age of Festival attendees: 47.5 (non-local), 46.2 (local)
- 71.1% of out-of-town guests have annual household incomes of at least \$100,000, with 29.6% having household incomes of above \$200,000. 60.5% of locals have annual household incomes of at least \$100,000, with 21.4% having household incomes above \$200,000.
- The majority of the Festival attendees are married, employed full-time and have a college degree
- Top non-local states for visitation: South Carolina, North Carolina, Florida, Georgia, Washington, DC, Virginia, Pennsylvania and New York
- Average travel party: 3.3 people

## IMPACT DETAILS:

- The Festival welcomed over 19,000 guests to the 65+ events throughout the weekend (2,500 more than in 2010)
- 73% of out-of-town guests reported staying in paid accommodations for an average of 2.99 nights
- Out-of-town guests spent an average of \$764 per person during their stay, \$2,459 per trip
- Local guests spent an average of \$375 per person
- 99.6 jobs were created from the Festival with a labor income of \$2.30 million and a generated tax of \$842,793
- The Festival employs 6 full-time and 15 part-time employees and hires staffing, security and clean-up companies that employ 100+ people throughout the weekend
- The Festival spends approximately 90 percent of its \$1,733,000 operating budget locally
- Total taxes raised for local, state and federal and tax was \$850,793
- As a 501(c)(3) non-profit organization, the Festival has raised \$250,000 in the first six years for area charities and scholarships
- The Festival is a "green" event and provides all vendors with a service (coordinated by Fisher Recycling) that pick up recyclables (including cardboard, wine and beer bottles). In 2011, the Festival recycled 5,600 lbs of cardboard, 16,000 lbs of glass and 380 lbs of paper. The total amount of trash diverted from landfill was 9.75 tons, which means the Festival is now Charleston's leader in terms of event recycling efforts. The Festival also continued cork recycling and in turn recycled 80lbs of cork.

## TOTAL ECONOMIC IMPACT:

**\$7.29 million** [over \$2M more than 2010]



The BB&T Charleston Wine + Food Festival® offers sponsors the opportunity to have one-on-one interaction with both local and visiting high-end food and wine connoisseurs, guest celebrity chefs, noted authors, the media, beverage professionals (including wine buyers), restaurant and hotel owners, culinary establishment owners and more. Sponsorship is a year-round program for those who confirm commitments prior to the annual Ticket Launch Party which is held on the Thursday before Labor Day. Sponsors receive plentiful marketing exposure and, depending on the level of their support, are featured on the Festival's popular website as well as in direct mail pieces, the official program, signage, video presentations, and much more!

There are different categories of sponsorship available for companies and individuals who want to reach these markets, and annual sponsor retention is over 95% annually due to the success of the Festival's special sponsor program. The Festival strives to create win-win partnerships and can customize opportunities based on specific needs.

#### **SPECIFIC SPONSORSHIPS INCLUDE:**

##### **CORPORATE SPONSORS:**

These are for cash and in-kind trade sponsors and provide overall Festival exposure. These sponsors receive broad exposure and, depending on the level, are considered either a Five Star, Epicurean, Top Chef or Master Sommelier sponsor. Corporate sponsors range from \$25,000+ to \$5,000.

##### **HOTEL SPONSORS:**

Hotel sponsors are only available to those hotels who donate rooms for the Festival's VIP guests, chefs, authors, media and beverage professionals, or cash hotel sponsors. They receive specific hotel-related benefits as part of the program.

##### **RESTAURANT SPONSORS:**

All participating restaurants are encouraged to become Festival supporters through this form of sponsorship, which provides specific restaurant benefits. Sponsorships ranging from \$5,000 and \$1,000 are available.

##### **CULINARY SPONSORS:**

Culinary businesses that are not restaurants and want exposure can opt for this type of sponsorship, which is available for \$1,000.

##### **NAMING RIGHT SPONSORS:**

These are the Festival's most popular sponsorships, however, they are only provided to those companies that are cash sponsors. Sponsorships range from \$2,500 to \$15,000 and provide a very specific naming right opportunity. These sponsors select a specific event, tent/area or designation to sponsor and then the company name is associated with everything involving the event, tent/area or designation. This includes the sponsors name and/or logo incorporated into part of the official name of the event or area, included in planning documentation, and featured on glassware (if applicable), ticketing and wristbands, signage, event décor and more.

##### **HOST SPONSORS:**

Locations that host a Festival event will be a host sponsor for that event and get specific exposure related to the event as well as other marketing exposure.

##### **IN-KIND DONORS:**

A company that wishes to donate a needed product or service with a wholesale trade value of under \$5,000 is considered a donor. Donors have their company logo listed on the website with a link to their own site and, depending on value of their donation, receive other marketing exposure.



#### **OVERALL SPONSOR BENEFITS:**

- Ability to purchase Ticket Launch Party tickets a week in advance of sales
- Ability to purchase select Festival tickets a week in advance of sales
- Top placement on event waiting lists
- VIP bag
- Sponsor lapel pin
- Invite to sponsor-only events
- Quarterly sponsor reports/year-end report
- Photo CD after the Festival
- Opportunity to be a Grand Tasting Tent vendor
- \$100 discount for Grand Tasting Tent vendor booth fee
- \$50 discount on marketing listings (Ticket Brochure or website)
- Special hotel rates
- Opportunity for social media/promotional campaigns
- Logo and link on the Festival's website (rotating on home page and under special sponsor section)
- Logo rotation on plasma screens during the Signature Events
- Recognition at Ticket Launch Party and Sponsor Recognition + VIP Party at the Festival

*For additional sponsorship details, please contact Angel Postell:*

**ANGEL@CHARLESTONWINEANDFOOD.COM**

**OR 843.727.9998 X. 4**

In 2011, the Festival reached over 6 million targeted consumers with attendees from all 50 states, Canada and Australia. The Festival's marketing efforts target consumers interested in food, beverages and travel. The comprehensive marketing campaign for the Festival includes local, regional and national advertising, direct mail campaigns, online travel-based marketing promotions, national media coverage, radio and television promotions, sponsor co-ops and more.



**DIRECT MAIL CAMPAIGNS**

- Save the Date/Tickets on Sale/Refer a Friend/Hotel Package Promotion Postcards (100,000+ impressions): A full-color postcard is sent to potential guests and all past out-of-town ticket holders including James Beard Foundation and Southern Foodways Alliance membership lists, potential guests in key target markets (Atlanta, Baltimore, Charlotte, Chicago, Raleigh, Jacksonville, Nashville, New Orleans, New York and Washington, DC) with annual incomes of \$150,000+; and culinary related marketing lists such as *Bon Appétit* and *Food Network Magazine* subscribers. **Deadline for Inclusion: July 1, 2011**

- Ticket Brochure (100,000+ impressions): The full-color, multi-page Festival Ticket Brochure promotes all of the events that take place during the Festival along with the list of featured celebrity chefs, authors, media and beverage professionals who are involved in the event. Sent to all past ticket holders and potential guests in our target markets (see above for targets). **Deadline for Inclusion: October 15, 2011**

- Official Program (100,000+ impressions): The full-color Festival Program promotes specific details about the Festival (maps, event schedule, charitable efforts, etc.). The Festival partners with *The Post and Courier* to distribute the programs inside the paper's Food section on the Wednesday of the week of the Festival. Programs will also be distributed to ticket holders at the various Festival events. **Deadline for Inclusion: December 31, 2011**

- Official Poster (40,000+ impressions): The Festival holds an Official Poster Competition. Artists who are residents of the tri-county area may submit original works for the design of the Festival poster. Restaurants and shops are given posters to display in windows. Posters are sent to regional locations and are displayed by several key sponsors. **Deadline for Inclusion: January 15, 2012**

- Billboards: Working with Adams Outdoor Advertising, the Festival designs a series of billboards to prominently display in the tri-county area before the event.

- Miscellaneous Collateral: The Festival produces a variety of marketing pieces for miscellaneous efforts. Some of these include: the Friends of the Festival Donor Program direct mail piece, the Sponsor Recruitment package, auction-related promotional pieces, party invitations, maps for the various events, signage and more.



**ONLINE CAMPAIGNS**

- Website (200,000+ impressions per month for 12 months = 2,400,000+ impressions a year): A newly updated website will launch September and highlight the Festival Program, tickets, promotions and more.
- Quarterly E-newsletters (14,000+ impressions): E-newsletters sent monthly September - March in order to highlight events and efforts (and sent to promote special events when appropriate) and are sent as needed in other months.
- Online Promotions: A new online marketing campaign will be designed to reach the Festival's regional markets. This campaign includes the purchase of banner ads on websites related to travel and food (Travelocity, etc.). The Festival is continues to build up an impressive social media campaign, which includes a presence on Facebook, Twitter, YouTube, food and wine blogs, travel blogs, Smartphone Application\* and more.

**ADVERTISING CAMPAIGN\***

- *The Charlotte Observer*, travel section, co-ops, October-January
- *JBF Events*, full page inside cover, November/December
- *Southern Living*, South Carolina section 1/3 square
- *WNC* magazine, November-January
- *Charleston* magazine, throughout the year
- *The Post and Courier*, throughout the year
- Other advertising in Southwest Airlines direct flights cities, TBD



**PUBLIC RELATIONS CAMPAIGN**

- The Festival implements a comprehensive public relations campaign that includes media relations, promotions and community outreach.
- Specific national media coverage for past Festivals includes coverage in:

- The New York Times*
- Bon Appétit*
- Gourmet*
- The Wall Street Journal*
- Every Day with Rachael Ray*
- The Charlotte Observer*
- The Atlanta Journal Constitution*
- USA Today*
- Wine Enthusiast*
- AirTran Go* magazine
- Delta Sky*
- Southern Living*
- AAA Go Magazine*

*\*Budget pending*



As the Festival's Signature Title Sponsor, your company will be the overall naming sponsor for the entire event. This sponsorship includes positioning your company's name year-round as part of the Festival's logo and having your name featured in all correspondence associated with the Festival. The Signature Title Sponsor is limited to one company and is the premier opportunity for this event.



**SPECIFIC BENEFITS:**

*NOTE: For a complete breakdown of stats on each marketing initiative, refer to the Marketing Initiative Section.*

**NEW FOR 2012:**

- Voting member of the Board of Directors
- Sponsor of the Poster Unveil Party and Auction Event

- Company name/logo as part of Festival's logo and name (complete identity with Festival)
- Exclusive announcement/press event at company to announce sponsorship (if applicable)
- Banner, link and 50-word description on the Festival's website
- Premier logo and link on all Festival e-newsletters
- Premier logo placement on front cover of Save the Date/Hotel Package promotion postcards
- Premier logo placement on front cover of Refer a Friend/Tickets on Sale promotion postcards
- Premier logo placement on front cover of Ticket Brochure
- Premier logo placement on front cover and premier placement of full-page color advertisement in the Festival Program (insert in *The Post and Courier*)
- Logo placement on Official Culinary Village map (used in informational packets on website, in official Festival Program and on signs around Marion Square)
- Premier logo placement on Official Festival Poster
- Premier logo placement on all Festival advertising (local, regional and national)
- Premier logo placement on all Festival signage (over 500 signs featured throughout Festival weekend)
- Premier logo placement on all Festival glassware (over 14,000 glasses distributed at various events throughout the weekend)
- Company name/logo as part of all pre- and post-Festival videos that are featured on the Festival website
- Exclusive logo featured on all Festival retail and promotional products
- Exclusive sponsor logo featured on billboards on I-26
- Exclusive logo featured on street banner (over select street two weeks prior to event)
- Exclusive logo on Festival letterhead, envelopes, business cards, thank you cards, etc.
- Company name as part of all Festival efforts (including phone line, emails, office signage, etc.)
- Logo on commercials that are part of Festival marketing sponsorship (if applicable)
- Logo on all ticket confirmation and wristbands (for all 70+ events)
- Logo on Culinary Village attendee craft bags (5000+ impressions)
- Logo on event-specific items (invitations, planning documents and letters, event programs, placements, fans, etc.)
- Logo placement on all press releases sent to local, regional and national media throughout the year
- Logo part of all other promotional events and marketing campaigns including Cocktail Competition flyer and event details, Whole Foods in-store signage, wine forms and wine-tasting efforts, SCE&G bill insert, chef promotions on website, etc.
- Company name and logo on all social media efforts including Facebook and Twitter
- Exclusive Naming Sponsor of Ticket Launch Party, Opening Ceremonies and Sponsor Recognition + VIP Party
- Welcome and introductions at the Ticket Launch Party, Sponsor Recognition + VIP Party, Opening Ceremonies, Auction Event and events throughout the year
- Premier on-site promotional space at the Culinary Village for product placement, giveaways, etc. (must cover costs of tent, rentals, floor, staffing and labor, AV/lighting, operation of the tent, etc.)
- 10 percent ticket allocation for Festival events (certain restrictions apply and order must be placed no later than December 1, 2011)
- Ten tickets to Sponsor Recognition + VIP Party (Thursday night of Festival) and to Sneak Preview of Grand Tasting Tent (Friday of Festival)

*NOTE: No Corporate Sponsors are category exclusive.*

**FIVE STAR SPONSORS: \$25,000+**

- Logo and link on the Festival's e-newsletters
- Logo placement on Save the Date/Hotel Package promotion postcards
- Logo placement on the Tickets on Sale/Refer a Friend promotion postcards
- Logo placement in sponsor section of Ticket Brochure
- Logo placement on Official Festival Sponsor Poster
- One 1/2 page color advertisement and logo placement under sponsor page in Festival Program (insert in *The Post and Courier*) (trade sponsors receive one 1/4 page color)
- Logo placement on all generic Festival advertising: regional and national placement
- Logo placement on Festival "thanks to our sponsors" advertising (in *The Post and Courier* and *Charleston* magazine)
- Listed as a Preferred Vendor on website and in vendor packets (if applicable)
- Access to Sponsor and Vendor Databases for direct mail campaigns
- On-site 10x10 space inside a Grand Tasting Tent (must provide food or beverage samples entire time of event)
- Logo placement on Festival Corporate Sponsor signage at Marion Square
- 10 percent return on cash investment for ticket allocation for Festival events/4 percent for non-cash sponsors based on wholesale value (certain restrictions apply, order must be placed by December 1, 2011)
- Four tickets to Auction Event (2 tickets for trade sponsors)
- Eight tickets to Sponsor Recognition + VIP Party and to Grand Tasting Sneak Preview (6 tickets for trade sponsors)



**EPICUREAN SPONSORS: \$15,000**

- Logo and link on the Festival's e-newsletters
- Logo placement on Save the Date/Hotel Package promotion postcards
- Logo placement on the Tickets on Sale/Refer a Friend promotion postcards
- Logo placement in sponsor section of Ticket Brochure
- One 1/4 page color advertisement and logo placement under sponsor page in Festival Program (insert in *The Post and Courier*) (cash sponsors only)
- 50-word listing in Festival Program, insert in *The Post and Courier* (trade sponsor only)
- Logo placement on Official Festival Sponsor Poster
- Logo placement on Festival "thanks to our sponsors" advertising (in *The Post and Courier* and *Charleston* magazine)
- Listed as a Preferred Vendor on website and in vendor packets (if applicable)
- Access to Sponsor and Vendor Databases for direct mail campaigns
- Logo placement on Festival Corporate Sponsor signage at Marion Square
- 10 percent return on cash investment for ticket allocation for Festival events/3.5 percent for non-cash sponsors based on wholesale value (certain restrictions apply, order must be placed by December 1, 2011)
- Two tickets to Auction Event (1 ticket for trade sponsors)
- Six Tickets to Sponsor Recognition + VIP Party (and to Grand Tasting Sneak Preview (4 tickets for trade sponsors)





**MASTER SOMMELIER SPONSORS: \$5,000**

- Logo placement on Save the Date/Hotel Package promotion postcards (cash sponsors only)
- Logo placement in sponsor section of Ticket Brochure
- Logo placement under sponsor page in Festival Program (insert in *The Post and Courier*) (cash sponsors only)
- Logo placement on Official Festival Sponsor Poster (cash sponsors only)
- Logo placement on Festival Sponsor signage at Marion Square
- Listed as a Preferred Vendor on website and in vendor packets (if applicable)
- 10 percent return on cash investment for ticket allocation for Festival events/2.5 percent for non-cash sponsors based on wholesale value (certain restrictions apply, order must be placed by December 1, 2011)
- Two Tickets to Sponsor Recognition + VIP Party and to Grand Tasting Sneak Preview

**TOP CHEF SPONSORS: \$10,000**

- Logo placement in sponsor section of Ticket Brochure
- Logo placement on Official Festival Sponsor Poster
- Logo placement on Save the Date/Hotel Package promotion postcards (cash sponsors only)
- Logo placement on the Tickets on Sale/Refer a Friend promotion postcards (cash sponsors only)
- One 1/4 page color advertisement and logo placement under sponsor page in Festival Program (insert in *The Post and Courier*) (cash sponsors only)
- Logo placement on Festival “thanks to our sponsors” advertising (in *The Post and Courier* and *Charleston* magazine) (cash sponsors only)
- Logo placement on Festival Corporate Sponsor signage at Marion Square
- Listed as a Preferred Vendor on website and in vendor packets (if applicable)
- 10 percent return on cash investment for ticket allocation for Festival events/3 percent for non-cash sponsors based on wholesale value (certain restrictions apply, order must be placed by December 1, 2011)
- Four tickets to Sponsor Recognition + VIP Party and to Grand Tasting Sneak Preview (2 tickets for trade sponsors)



**GRAND TASTING TENT SPONSORS: \$15,000 EACH  
(ONE AVAILABLE)**

The Grand Tasting Tent sponsorship provides one of the Festival's most visible sponsorships. Located inside the Culinary Village in Marion Square, the hub of the four-day Festival, the Grand Tasting Tents welcome over 10,000 attendees during five sessions. Over 40 food and beverage related businesses are located in each of the Grand Tasting Tents. Everything created to promote the tents as well as everything on-site for the tents features the sponsors logo. Best of all, this sponsorship provides direct one-on-one interaction with these attendees and enables you to promote and sell your company, brand and products.

**OVERVIEW OF GRAND TASTING TENTS**

- Over 10,000 attendees throughout the weekend
- Sneak Preview of the Grand Tasting Tents attracts VIP sponsors, donors and media
- Locals Rate on Sunday attracts a strong local crowd
- Saturday is the most popular day of the weekend, with a morning and afternoon session
- Ticket-holders to the Culinary Village also have access to Celebrity Kitchen, Outdoor Living Area, new Special Tent, Whole Foods Wine Retail Tent, Charleston Cooks! Retail Tent and the BB&T Lounge

**SPECIFIC SPONSOR BENEFITS INCLUDE:**

- Premier Tent Allocation\* for a Tasting Tent (size and location TBD; must provide food or beverage samples entire time of event)  
*\*Does not include costs of floor, rentals, staffing, labor, AV/lighting, etc and operation of the tent.*
- One 1/2 page color advertisement in the Festival Program (insert in *The Post and Courier*)
- Opportunity to do a direct mail campaign to the Festival attendee list (coordinated through Festival office, needs to be pre-approved, and sponsor must pay for direct mail piece, postage and all costs associated with the mailing)
- Logo, company 50-word description and link on the Festival's website under Culinary Village section
- Logo and link on the Festival's e-newsletters
- Logo placement in Festival Program under Culinary Village (insert in *The Post and Courier*)

- Logo placement on Official Culinary Village map
- Logo placement in press release about Culinary Village for national, regional and local media
- Logo placement on Festival "thanks to our sponsors" advertising (in *The Post and Courier* and *Charleston* magazine)
- Logo on signage promoting events and activities associated directly with the Grand Tasting Tent (entrance, events inside tent, vendor signs, etc.)
- Logo on Naming Right Signage in the Culinary Village
- Logo and company name printed on all marketing and correspondence regarding the Grand Tasting Tent (includes event description, Vendor Packet, vendor correspondence, etc.)
- Logo on Culinary Village attendee craft bags (5,000+)
- Logo and company name on ticket confirmation and wristbands for Culinary Village ticket holders
- Company name included as part of event on promotional tutorial video distributed and featured on the Festival website
- Name listed on Festival advertising promoting the Culinary Village
- Logo placement on Official Festival Poster
- 10 percent return on cash investment for ticket allocation for Festival (certain restrictions apply, order must be placed by December 1, 2011)
- Two tickets to Auction Event
- Four tickets to the Grand Tasting Tents each day (must select time on Saturday)
- Six Tickets to Sponsor Recognition + VIP Party and to Grand Tasting Sneak Preview





**OFFICIAL AUTOMOBILE SPONSOR: \$17,500**

- Premier automobile placement at entrance tents for the Culinary Village and Main Event Tent (including lighting and display set-up)
- Opportunity to auction off a car
- Ability to have car displays at other off-site high-profile events (Pinot Envy Uncorked!, etc.)
- 1/2 page color advertisement in the Festival Program (insert in *The Post and Courier*)
- Opportunity to do a direct mail campaign to the Festival attendee list (coordinated through Festival office, needs to be pre-approved, and sponsor must pay for direct mail piece, postage and all costs associated with the mailing)
- Logo and link on the Festival's e-newsletters
- Logo placement on Festival "thanks to our sponsors" advertising (in *The Post and Courier* and *Charleston* magazine)
- Logo placement on Official Festival Poster
- Logo on Naming Right signage in the Culinary Village
- Official sponsor of VIP gift bags featuring company logo (350)
- On-site customized space inside a Grand Tasting Tent (must provide food or beverage samples entire time of event)
- 10 percent return on cash investment for ticket allocation for Festival (certain restrictions apply, order must be placed by December 1, 2011)
- Two tickets to Auction Event
- Six Tickets to Sponsor Recognition + VIP Party and to Grand Tasting Sneak Preview

**OFFICIAL TICKET SPONSOR: \$5,000**

- An ad (size TBD) located on every single ticket purchased through the Festival, approximately 15,000 tickets
- 1/4 page color advertisement in the Festival Program (insert in *The Post and Courier*)
- Logo placement on Festival "thanks to our sponsors" advertising (in *The Post and Courier* and *Charleston* magazine)
- Logo placement on Official Festival Poster
- Logo on Naming Right Signage in the Culinary Village
- 10 percent return on cash investment for ticket allocation for Festival (certain restrictions apply, order must be placed by December 1, 2011)
- Two tickets to Auction Event
- Four tickets to VIP Party and to Grand Tasting Sneak Preview



**OFFICIAL SMARTPHONE APP SPONSOR: \$5,000**

- An ad (size TBD) located on every page of the APP
- 1/4 page color advertisement in the Festival Program (insert in *The Post and Courier*)
- Logo and link on the Festival's website (rotating on home page and under special sponsor section)
- Logo placement on Festival "thanks to our sponsors" advertising (in *The Post and Courier* and *Charleston* magazine)
- Logo placement on Official Festival Poster
- Logo on Naming Right Signage in the Culinary Village
- 10 percent return on cash investment for ticket allocation for Festival (certain restrictions apply, order must be placed by December 1, 2011)
- Two tickets to Auction Event
- Four tickets to Sponsor Recognition + VIP Party and to Grand Tasting Sneak Preview

**DETAILS ON AVAILABLE EVENTS + SPONSORSHIP VALUES:**

❑ **Big Bottles + Barrel Reserve Tasting:** ..... **\$2,500**  
 300 attendees, who appreciate wine

❑ **BBQ, Blues + Brew:** ..... **\$7,500**  
 1,000 attendees, the highly popular Festival "finale", strong local attendance, strong local chef attendance, several key Festival supporters and Board members in attendance 📅

❑ **Bowen's Island Event:**  ..... **\$2,500**  
 75 attendees who are supporters of Southern culture and have an educational focus

❑ **Bubbles + Bites:** ..... **\$2,500**  
 250 attendees, mostly out-of-town guests, couples and groups of friends 🍷

❑ **Celebrity Author Reception:** ..... **\$3,000**  
 200 attendees, who love to cook and want to learn to more about cooking, good mix of local and national attendees

❑ **Chef/Beverage Dinners (previously Dine-Around):** .....  
 ..... **\$3,000 per restaurant**  
 40-80 attendees at each restaurant, 22 restaurants, good mix of local and national attendees, guests appreciate fine food and wine

❑ **Connoisseur Wine Tasting and High-End Wine Tasting:** .....  
 ..... **\$3,000 each**  
 40 guests per event, high-end wine aficionados, mostly collectors

❑ **Festival After Hours:** ..... **\$12,000**  
 1,000 attendees, reaches a variety of age markets but has strong appeal to young professionals and guest VIP attendees, the Festival's "party" 🍷

❑ **Festival Unwrapped Media Event:** ..... **\$2,500**  
 300 attendees where the Festival's VIP Guest Chefs, Authors, Beverage Professionals and Media come together with local VIP and Festival Board members to have an intimate networking breakfast. Great event to reach the industry as well as key VIP

❑ **Food + Wine with a View:** ..... **\$5,000**  
 68 attendees featuring a high-end, luxurious crowd, including the who's who in Charleston mixed with some national food and wine connoisseurs

❑ **King Street Sip + Stroll:** ..... **\$5,000**  
 500 attendees, various retailers on King Street, mostly women and couples, mix of locals and out-of-towners, can design an event/area as part of the event for the company

❑ **Lowcountry Gospel Brunch:** ..... **\$7,500**  
 450 attendees, one of the best sit down events of the Festival, mostly local, high-profile crowd, great for couples, families (not including children), mother/daughter outings 📅

❑ **Pinot Envy Uncorked!:** ..... **\$5,000**  
 300 attendees, good mix of local and national attendees who enjoy wine and tastings

❑ **Salute to Charleston's Chefs: Opening Night Party:** .....  
 ..... **\$12,000**  
 1,000 attendees, all of Charleston's top chefs showcased, who's who of food and beverage industry, guests VIP arrival party, everyone from young professionals to serious foodies 🍷

❑ **Signature Friday Luncheon:** ..... **\$5,000**  
 500 attendees, theme to be announced, high-profile mix of local and national attendees, great opportunity to engage audience 📅

❑ **Vineyard Voyage on SpiritLine Cruises:** ..... **\$2,500**  
 200 attendees, good mix of local and national attendees who enjoy wine and food pairings, good captured audience and opportunities for exposure 🍷

❑ **Waffle House Smackdown:**  ..... **\$2,500**  
 40 attendees, foodies and younger professionals

❑ **Wine Around the Garden:** ..... **\$2,500**  
 350 attendees, mostly out-of-town market, high-end wine enthusiasts and travelers 🍷

*We are pleased to have the opportunity to partner with the Charleston Wine + Food Festival®. As sponsors of the SCE&G Celebrity Kitchen and suppliers of Natural Gas: the Official Cooking Fuel, it allows us a unique opportunity to demonstrate the value of natural gas while connecting with our customers and supporting economic development through our relationships with regional builders, developers, and trade allies.*

- MARTY PHALEN, VICE PRESIDENT OF GAS OPERATIONS, SCE&G

# EVENT NAMING RIGHTS SPONSORSHIPS (CONT'D.)

CHARLESTON  
WINE + FOOD FESTIVAL

## Wine + Beverage Seminars: **SOLD** .....\$5,000

500-700 attendees, various locations, mostly local high-end consumers and collectors who are interested in wine, great opportunity to welcome them and offer a takeaway 🛍️

## Wine Luncheons: .....\$1,500 each

500 attendees, 5 locations, good mix of local and national attendees at each lunch, great opportunity to welcome them

## Wine Receptions in Private Homes: .....\$3,000

350 attendees, mostly out-of-town attendees who love to travel and explore 🍷

**Existing sponsors have first opportunity to select sponsorship and receive a discount and locked-in pricing if they sign a two-year agreement.**

### BENEFITS AS AN EVENT SPONSOR:

**NOTE:** Event Naming Right Sponsorships are not available to trade sponsor(s). Co-sponsorships are available. If a beverage company sponsors the event, all product associated and poured at the event must be donated along with the total cash sponsorship amount. The product donation can be treated as an additional Corporate Sponsorship.

- Company name as official name of event: "XYZ Company" Presents...
- Logo in Ticket Brochure under specific event section
- Name listed in Festival Program under specific event section (insert in *The Post and Courier*)
- Logo on ticket confirmation
- Logo on event wristbands (if applicable)
- Company banner in entrance or designated area for event
- Logo on all signage for the event
- Logo on glassware or take-away item (if distributed) for event
- Product placement and signage in pre-determined and approved location for the event (NOTE: Company must provide items)
- Brand incorporated wherever possible for the event (décor, uniform, etc.) (NOTE: Company must provide items)
- Company name and/or logo on event-specific items (invitations, planning documents and letters, event programs, placements, fans, etc.)
- Logo GOBO (lighted sign) for Signature Events
- Company name part of event video (if applicable)
- Logo on Naming Right Sponsor signs in the Culinary Village

- Official welcome and introductions during the event
- Ability to hand out bags, giveaways, coupons, etc. at the event (NOTE: Company must provide items that have been pre-approved)
- Four tickets to the sponsored event
- 10 percent return on cash investment for ticket allocation for Festival (certain restrictions apply and order must be placed by December 1, 2011)
- Tickets to Auction Event (depends on sponsor value)
- Tickets to Sponsor Recognition + VIP Party and to Grand Tasting Sneak Preview (depends on sponsor value)

- 🛍️ = PERSONALIZED TAKE-AWAY ITEM (WITH LOGO) DISTRIBUTED TO ATTENDEES
- 🍷 = COMMEMORATIVE GLASSWARE (WITH LOGO) DISTRIBUTED TO ATTENDEES



**DETAILS ON EVENTS + SPONSORSHIP VALUES:**

**Chef Concierge Tent: .....\$7,500**

Located next to the Festival Prep Kitchen behind the Main Event Tent and special locations at the various events, the Chef Concierge Tent is a special spot reserved for all guest and local chefs are invited to enjoy the Chef Concierge Tent. The tent has refreshments and a bar for the chefs to enjoy. This is the perfect sponsorship to reach this market in a casual and appreciative setting. Sponsors receive access to the tent along with the opportunity to showcase their products inside the tent.

**Cooking Competition: .....\$5,000**

The Cooking Competitions take place inside the Celebrity Kitchen and there are 150-200 attendees per competition. Sponsor's logo will be appear on the voting paddles for the competition and will be part of official welcome and introductions for the competitions as well as part of the planning process for the event and more.

**Celebrity Kitchen: .....\$12,000**

This is the main stage for all of the cooking demonstrations by the featured guest celebrity chefs and authors. Sponsors are involved in the décor, design and format of the demos and have a lot of opportunities for product placement and announcements.

**Special Demonstration/Event Tent: .....\$10,000**

This is a new tent that will be located inside the Culinary Village. Inside the tent, there will be special themed and interactive demonstrations, talks, tastings and more that are themed and interactive.



**Author Book Signing Tent: .....\$12,000**

This sponsor is the official retailer for all of the book sales that take place during the Festival. This sponsor receives all of the profits directly from the book sales and assists with the selection of featured authors for the Festival.

**Culinary Village Glassware: .....\$5,000**

This sponsor's logo is etched on the glass that every Culinary Village ticket holder, vendor and VIP receives (10,000+). The glassware has become a collectors item and is sold as part of the official retail merchandise of the Festival.

**Official Wine Retailer: .....\$7,500**

This sponsor is the official wine store at the Festival and all on-site wine sales are done through the Retailer. A premium location is provided to sell wines, and the Festival provides details on all of the wines being showcased at the various events. This sponsor receives all of the profits directly from all wine sales.

**Outdoor Living + Grilling Area: .....\$7,500**

**NEW** for 2012, the Outdoor Living + Grilling Area will be expanded and enhanced. The new area will feature a large stand alone-area with tents, lounge seating and an entertainment stage. An outdoor lounge is created for Festival attendees to enjoy during their time in the Culinary Village. Inside the area, local and guest celebrity chefs cook various grilled items and provide tasting samples to attendees. A wine supplier also provides wine samples to attendees. It is a great place to reach the Village attendees.

**Customized "Official" Designation: .....\$2,500-\$15,000**

If you are looking to become the "Official" supplier of something at the Festival (i.e. Official Water, etc.), a customized designation can be provided. As the "Official" company, the Festival will exclusively use your brand as designated.



**NEW 2012 CULINARY VILLAGE**



**BENEFITS AS A TENT/AREA OR DESIGNATION SPONSOR:**

- Company name as official name of tent/area: XYZ Company's "Tent/Area Location"
- Logo and link on the Festival's website under specific tent/area section (if applicable), rotating on home page and under special sponsor section
- Logo in Ticket Brochure under specific sponsor or tent/area section
- Logo in Festival Program under sponsor or tent/area (insert in *The Post and Courier*)
- Company banner and signage in entrance and/or designated area inside tent/area (if applicable)
- Logo on all signage for the specific area/tent or places associated with the designation
- Product placement and signage in pre-determined and approved location in the tent/area (NOTE: Company must provide items)
- Brand incorporated wherever possible in the tent/area (décor, uniform, etc.) (NOTE: Company must provide items)
- Company name and/or logo on event-specific items (planning documents and letters, maps, etc.)
- Logo on Naming Right Sponsor signs in the Culinary Village
- Official welcome and introductions during the event (if applicable)
- Company name printed on all marketing and correspondence regarding the tent/area (if applicable)
- Two tickets to the sponsored event (if applicable)
- 10 percent return on cash investment for ticket allocation for Festival (certain restrictions apply and order must be placed by December 1, 2011)
- Tickets to Auction Event (depends on sponsor value)
- Tickets to Sponsor Recognition + VIP Party and to Grand Tasting Sneak Preview (depends on sponsor value)

**NOTE:** Tent/Area and Designation Naming Right Sponsorships are not available to trade sponsor. Co-sponsorships are available. If a beverage company sponsors the event, all product associated with and poured at the event must be donated along with the total cash sponsorship amount. The product donation can be treated as an additional Corporate Sponsorship. Book and Wine Retailers handle all product sales at the Culinary Village. Book and Wine Retailer receive an tent/area inside the Village for sales but must cover costs of floor, staffing and labor, rentals, AV/lighting, etc. operation of the tent. Other restrictions/requirements apply to the Official Wine Retailer sponsor.

**OVERALL SPONSOR BENEFITS:**

- Hotel Package promoted on website, in advertising and press releases as well as on special postcard sent to potential out-of-town visitors prior to Festival
- Ability to create an event at your hotel (e.g. a wine seminar, cooking demonstration, or other activity) that is part of the Festival. Festival will work with you to create the event. (NOTE: Must cover costs associated with the set-up and logistics of event.)
- Ability to use "An Official BB&T Charleston Wine + Food Festival® Sponsor Hotel" on your website, in e-blasts and in marketing materials to guests
- Welcome bags for guests as part of the Hotel Package promotions, special offers, promotional items and more
- Official Welcome Poster to display in your Hotel Lobby during the Festival
- Weekly leads for prospective customers for the Festival weekend

**\$10,000-\$25,000 IN DONATED ROOMS**

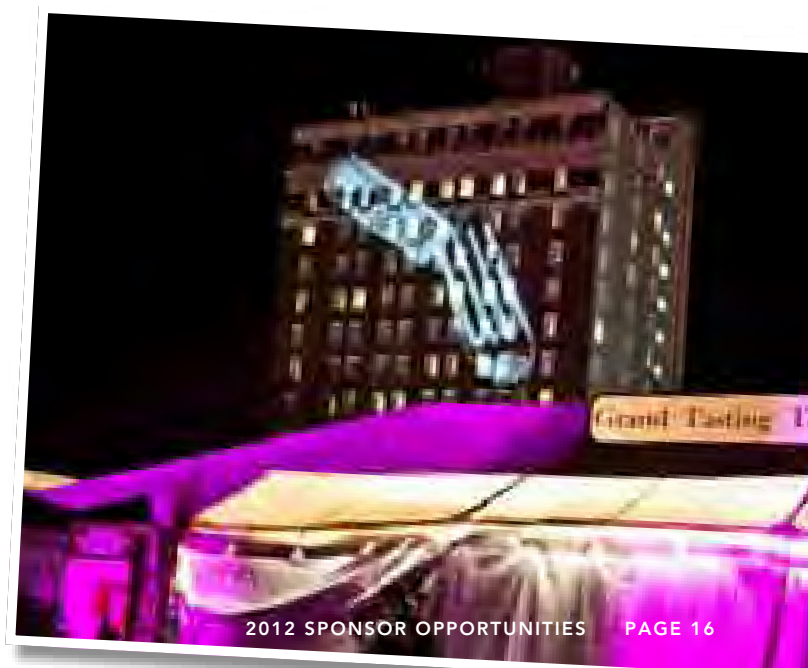
- 1/4 page black/white ad in Program (insert in *The Post and Courier*)
- Notation, prominent placement and 50-word listing in Ticket Brochure
- Notation, photo and 50-word listing on website under Travel section (listed at the top of the listings in alphabetical order)
- Logo on Official Festival poster
- Logo on Naming Right Sponsor signage at Culinary Village
- 7.5 percent discount on Festival tickets to purchase for hotel packages (certain restrictions apply; must pay 8% service fee and must place final order by January 15, 2012)
- 5 percent for ticket allocation for Festival events based on wholesale value (certain restrictions apply and order must be placed by December 1, 2011)
- Two Tickets to Sponsor Recognition + VIP Party and to Grand Tasting Sneak Preview

**BELOW \$10,000 IN DONATED ROOMS**

- Notation, prominent placement and 50-word listing in Ticket Brochure
- Notation, photo and 50-word listing on website under Travel section (listed at the top of the listings in alphabetical order)
- Logo on Naming Right Sponsor signage at Culinary Village
- 5 percent discount on Festival tickets to purchase for hotel packages (certain restrictions apply; must pay 8% service fee and must place final order by January 15, 2012)
- 5 percent for ticket allocation for Festival events based on wholesale value (certain restrictions apply and order must be placed by December 1, 2011)
- Two Tickets to Sponsor Recognition + VIP Party and to Grand Tasting Sneak Preview

**\$25,000+ IN DONATED ROOMS**

- 1/2 page color ad in Program (insert in *The Post and Courier*)
- Notation, prominent placement and 50-word listing in Ticket Brochure
- Notation, photo and 50-word listing on website under Travel section (listed at the top of the listings in alphabetical order)
- Logo on Official Festival poster
- Logo placement on Festival "thanks to our sponsors" advertising (in *The Post and Courier* and *Charleston* magazine)
- 10 percent discount on Festival tickets to purchase for hotel packages (certain restrictions apply; must pay 8% service fee and must place final order by January 15, 2012)
- Logo on Naming Right Sponsor signage at Culinary Village
- 5 percent for ticket allocation for Festival events based on wholesale value (certain restrictions apply and order must be placed by December 1, 2011)
- Four Tickets to Sponsor Recognition + VIP Party and to Grand Tasting Sneak Preview



## RESTAURANT SPONSORSHIPS | \$1,000 OR \$5,000

### \$5000

#### NEW FOR 2012:

- Prominent 50-word listing with photo on website under Visit Charleston
- Reservations details and link on website and on-site at Information Area (only available to sponsors)
- Logo placement on Festival "thanks to our sponsors" advertising (in *The Post and Courier* and *Charleston* magazine)
- 50-word listing on ticket brochure
- Logo on Naming Right Sponsor Signage at Culinary Village
- 10 x 10 space in Grand Tasting Tent (must provide food samples entire time of event)
- Ability to be part of special events for the media and VIP ticket holders
- 10 percent return on cash investment for ticket allocation for Festival (certain restrictions apply and order must be placed by December 1, 2011)
- Two tickets to Sponsor Recognition + VIP Party (Thursday night of Festival) and to Grand Tasting Sneak Preview (Friday of Festival)
- Weekly leads for prospective customers for the Festival weekend

### \$1000

- Reservations details and link on website and on-site at Information Area
- 50-word listing and photo on website under Travel
- Notation and prominent placement in ticket brochure (does not include 50-word listing)
- Name listed on Naming Right Sponsor Signage at Culinary Village
- Ability to be part of special events for the media and VIP ticket holders
- 10 percent return on cash investment for ticket allocation for Festival (certain restrictions apply and order must be placed by December 1, 2011)
- One Ticket to Sponsor Recognition + VIP Party (Thursday night of Festival) and to Grand Tasting Sneak Preview (Friday of Festival)
- Weekly leads for prospective customers for the Festival weekend



## CULINARY BUSINESS SPONSORSHIPS | \$1,000

- Reservations details and link on website and on-site at Information Area (if applicable)
- 50-word listing and photo on website under Travel
- Notation and prominent placement in ticket brochure (does not include 50-word listing)
- Name listed on Naming Right Sponsor Signage at Culinary Village
- 10 percent return on cash investment for ticket allocation for Festival (certain restrictions apply and order must be placed by December 1, 2011)
- One Ticket to Sponsor Recognition + VIP Party (Thursday night of Festival) and to Grand Tasting Sneak Preview (Friday of Festival)



- Company name, photo of venue and link on event page on website
- 50-word listing, photo and link under Visit Charleston on website
- Company logo with the event or in sponsor section (dependent on Naming Right Sponsor of event) in Ticket Brochure
- 50-word listing in Ticket Brochure
- Company logo and company name listed on planning document for the event
- Company logo on commemorative glassware or takeaway item (dependent on Naming Right Sponsor of event) (if applicable)
- Two tickets to event hosted at venue
- Venue name listed on wristbands and ticket confirmations for event
- Name listed in Festival Program under event section (insert in *The Post and Courier*)
- 3.5% for ticket allocation for Festival events based on wholesale value (certain restrictions apply and order must be placed by December 1, 2011)
- Two tickets to Sponsor Recognition + VIP Party and Sneak Preview of the Grand Tasting Tents



CHARLESTON®  
WINE & FOOD FESTIVAL  
OTHER MARKETING OPPORTUNITIES | < \$1,000

If sponsorship is not an option, the Festival offers companies other opportunities that provide valuable exposure. These opportunities include:

**EVENT PARTICIPATION:**

Chefs, caterers and beverage professionals can participate in a variety of Festival events by donating products. In return, they are promoted on the Festival website and in marketing materials associated with the event.

*For food-related opportunities, contact Randi Weinstein at [randi@charlestonwineandfood.com](mailto:randi@charlestonwineandfood.com)*

*For beverage-related events, contact Sara Donahue at [sara@charlestonwineandfood.com](mailto:sara@charlestonwineandfood.com)*

**ADVERTISER:**

Companies can purchase a 50-word listing on the Festival website and/or inside the Ticket Brochure. Listings are \$250 each.

*For more details, contact Marketing at [info@charlestonwineandfood.com](mailto:info@charlestonwineandfood.com)*

**VENDOR:**

Vendor opportunities are available inside the Grand Tasting Tents at the Culinary Village. These opportunities provide an excellent chance to market your product to thousands of guests. Vendors must provide samples for the attendees and can sell pre-packaged items in the booth. A booth fee of \$600 applies.

*For more details, contact Randi Weinstein at [randi@charlestonwineandfood.com](mailto:randi@charlestonwineandfood.com)*

**AUCTION DONOR:**

The Festival organizes an Auction Event and Live Wine Auction to raise funds for the charitable initiatives. Companies can donate items (that are valued at \$25 or more) to the auctions and in return receive marketing on the website and at the event. The larger the item, the greater the marketing exposure.

*For more details, contact Troy Watts at [troy@charlestonwineandfood.com](mailto:troy@charlestonwineandfood.com)*

**VIP BAG ITEM:**

If you want to get your product or company in front of 350 of the Festival's VIP's, you can donate a substantial item to be placed inside the VIP Bags. These bags are provided to all of the Festival's media attendees, guest chefs, authors and wine professionals, sponsors and Friends, key volunteers and community supporters. Paper items and coupons are no longer accepted. *Must be a substantial item.*

*For more details, contact Troy Watts at [troy@charlestonwineandfood.com](mailto:troy@charlestonwineandfood.com)*



## THROUGHOUT THE YEAR

- Office Equipment
- Office Supplies
- Computer Equipment
- Alarm Services
- National Marketing Partnerships
- Printing Services
- Design Services
- Hosting Services
- Direct Mail Services
- Gift Certificates
- Accounting & Benefit Company Services
- Airline Tickets for Staff Travel
- Food and Beverage Products, Rentals, AV, Event locations (for special pre-Festival events)




## ON-SITE DURING THE FESTIVAL


- Food Products (bulk and small quantities from grocery and wholesale suppliers needed for events and demonstrations)
- Wine, Spirits and Beer products for events
- Glassware
- Rental Items (tents, chairs, tables, linens, etc.)
- AV Services
- Event Locations
- Signage
- Restaurant Equipment (for on-site kitchens)
- Photography Services
- Volunteer and Staff Meals
- Volunteer Uniforms
- Water
- Hotel Rooms
- Bar Mats and Towels
- Tuxedos for Servers
- Transportation Services
- Airline Tickets
- Golf Carts
- Ice
- Chef Jackets
- On-site Communications
- Staffing Services
- Security
- Trash Services
- Restrooms
- Rental Trucks
- Plants
- Outdoor Furniture
- Fencing
- Entertainment
- Retail and Craft Bags
- Heating and Air Options
- Take Away Gifts (for parties and events)

The perfect way to experience the BB&T Charleston Wine + Food Festival® is by becoming a Friend of the Festival. As a friend, culinary aficionados have the opportunity to indulge themselves in true Southern style during the Festival. Friends receive year-round invitations to private events. During the Festival, Friends receive VIP benefits (including early access to events, discounts on retail items, a VIP gift bag, a special designated lapel pin and more). Best of all, Friends of the Festival support the Festival's 501(c)(3) non-profit mission and receive a tax deduction with the Program.

#### \$5,000 COUPLE

- **Two tickets to Auction Event** 
- First chance to select tickets for the Critics Dinner and Ticket Launch Party (limited to 4 tickets to each)
- Two Tickets to Sponsor Recognition + VIP Party
- Two Tickets to Sneak Preview of Grand Tasting Tents (Friday from 11:30 to 1:00)
- Two Tickets to Culinary Village (Friday from 2:00 to 5:00)
- \$2,500 in Festival event tickets (certain restrictions apply)

#### \$2,500 INDIVIDUAL

- **One ticket to Auction Event** 
- First chance to select tickets for the Critics Dinner and Ticket Launch Party (limited to 2 tickets to each)
- One Ticket to Sponsor Recognition + VIP Party
- One Ticket to Sneak Preview of Grand Tasting Tents (Friday from 11:30 to 1:00)
- One Ticket to Culinary Village (Friday from 2:00 to 5:00)
- \$1,250 in Festival event tickets (certain restrictions apply)



FRIENDS  
OF THE FESTIVAL

#### OTHER BENEFITS FOR ALL FRIENDS

- VIP Donor Listing on website in special section, in the Ticket Brochure and in Festival Program, insert in *The Post and Courier*
- Pre-Festival Dinner and Fall Kick-Off Reception
- Reserved seating and early entry (30 minutes) at Opening Night Party, Friday Luncheon, Lowcountry Gospel Brunch and BBQ, Blues + Brew (must arrive at least 15 minutes after event begins to maintain seating area)
- Early entry (30 minutes) to Wine Dinners
- Opportunity to select tickets to key, possibly sold-out events after tickets go on sale (based on availability)
- VIP Gift Bag
- 10 percent off Festival merchandise
- Invitations to special events throughout the year
- Percentage of donation is tax-deductible
- Signed Official Festival poster
- Special Friends lapel pin to wear to Festival events
- No ticketing service fee on orders (normally 8%)
- Opportunity to purchase tickets to Festival events prior to them being available to the public
- Friends concierge to assist with year-round requests and planning

The goal of the Festival Sponsor Program is to create customized programs that meet the company's overall marketing and sales objectives and strategies. Below are opportunities for sponsors to select from if they are interested in a more customized program. Once this form is submitted to the Festival, a staff member will draft some options based on needs and requirements.

**OPTIONS:**

- 50-word website listing and link under Visit Charleston
- 50-word listing in Ticket Brochure
- Banner ad on website home page
- One-on-one interaction with Festival attendees at Culinary Village (vendor booth)
- One-on-one interaction with Festival attendees at Festival event  
*Please list event(s)* \_\_\_\_\_

- Sampling opportunities
- Tickets to Festival events  
*Please list event(s) and details on quantities, etc:* \_\_\_\_\_

*Are tickets for entertaining or giveaways?* \_\_\_\_\_

- Access to Personalities (one-on-one time)  
*Local chef, guest chef, beverage pro, pastry chef, author or pitmaster?* \_\_\_\_\_

- Access to: *Please select access of interest*  
 \_\_\_ Sponsors  
 \_\_\_ Friends/Donors  
 \_\_\_ Volunteers  
 \_\_\_ Media  
 \_\_\_ VIP

- Product placement and/or displays  
*Please describe:* \_\_\_\_\_

- Social Media exposure
- Ad in Official Program in *The Post and Courier*
- Email/Contact list for attendees
- Logo on collateral materials - *Please select collateral of interest*  
 \_\_\_ Ticket Brochure  
 \_\_\_ Official Program  
 \_\_\_ Poster  
 \_\_\_ Signage  
 \_\_\_ Advertising

- Logo associated with an event
- VP present and involved in events
- Promotions tied with Festival
- Sales in store/location  
Please be specific about ways (coupons, etc.): \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- On-site Promotions (show your card and save, etc.)

**PLANNING WORKSHEET**

In order to create a successful Sponsor program, we would like our sponsors to fill out the following details. Once this information is provided, the Festival will work on a customized plan for the Sponsorship to address ways to reach goals and objectives.

What are your overall company marketing objectives?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

What are your specific objectives with the Festival sponsorship?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

What are your goals with the Festival sponsorship?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Who is your target reach with the Festival?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

What are any specific tracking/activation ideas you have to accomplish the objectives and goals?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_