



## **2021 Vermont Wine & Harvest Festival** **Sponsorship Opportunities**

### **Diamond Sponsor: \$20,000**

- As the presenting sponsor, your company is listed as part of the name of the event in all outbound marketing. Named as presenter (with the Southern Vermont Deerfield Valley Chamber of Commerce) in all promotional and advertising materials. (Event name, presented by Southern Vermont Deerfield Valley COC and “your company”)
- Exclusivity at this level, only one Diamond Sponsor will be awarded
- Prominent placement/mention in print and broadcast efforts, including press releases and all media outreach.
- Company logo with live link to your website on both [www.visitvermont.com](http://www.visitvermont.com) and [www.vtwinefest.com](http://www.vtwinefest.com). Customizable web presence at [www.vtwinefest.com](http://www.vtwinefest.com)
- Logo on Wine and Harvest Passports and rack cards
- Inclusion of marketing message in three, ‘The Vermont Wine and Harvest Festival’ email promotions.
- Festival space: up to 10’x30’
- Banner and/or signage placement at multiple events and festival entrance
- Prominent mention in Southern Vermont Deerfield Valley Chamber of Commerce visitor’s guide

- Prominent mention in all promotional materials
- Company logo on select merchandise
- Twelve tickets to Festival events including the Friday Village Stroll & Saturday Grand Tasting
- Lodging and meals for two, Friday and Saturday of Festival weekend
- Customizable promotions based on sponsor's marketing goals  
Inclusion of company logo on commemorative wine glass

## **Platinum Sponsor: \$5,000**

- Exclusivity within business category
- Named as platinum sponsor in all promotional and advertising materials. As a platinum sponsor, your company is listed in all outbound communications.
- Prominent placement/mention in print and broadcast efforts, including press releases and all media outreach
- Logo on Wine and Harvest Passports and rack cards
- Company logo with live link to your website on both [www.visitvermont.com](http://www.visitvermont.com) and [www.vtwinefest.com](http://www.vtwinefest.com). Customizable web presence at [www.thevermontfestival.com](http://www.thevermontfestival.com)
- Inclusion of marketing message in three, 'The Vermont Wine and Harvest Festival email promotions
- Festival space: up to 10'x20'
- Banner and/or signage placement at multiple events
- Prominent mention in Southern Vermont Deerfield Valley Chamber of Commerce visitor's guide
- Prominent mention in all promotional materials
- Company logo on select merchandise
- Six tickets to Festival events
- Lodging for two, Friday of Festival weekend
- Customizable promotions based on sponsor's marketing goals

## **Gold Sponsor: \$2,500**

- Exclusivity within business category
- Company logo with live link on both [www.visitvermont.com](http://www.visitvermont.com) and [www.vtwinefest.com](http://www.vtwinefest.com)
- Logo/brand placement in most print and broadcast efforts, promotions, and inclusion in press releases
- Logo on Wine and Harvest Passports and rack cards
- Inclusion of marketing message in two ,‘The Vermont Wine and Harvest Festival’ email promotions
- Festival space: up to 10’x20’
- Sampling opportunities at Festival events
- Company logo on select promotional merchandise
- Banner or signage at festival sites
- Mention in Southern Vermont Deerfield Valley Chamber’s visitor’s guide as event sponsor
- Four tickets to Festival events
- Customizable promotions based on sponsor’s marketing goals

## **Silver Sponsor: \$1,000**

- Listed on [www.visitvermont.com](http://www.visitvermont.com) and [www.thevermontfestival.com](http://www.thevermontfestival.com) with link to website
- Logo on Wine and Harvest Passports and rack cards
- Listed in select advertising and mention in press releases  
Sampling & promotional opportunities
- Inclusion of marketing message in 1 email promotion
- Festival space: up to 10’x20’
- Inclusion in festival signage
- Two tickets to Festival events
- Customizable promotions based on sponsor’s marketing goals.

Additional Sponsorship Opportunities available. Please email [events@visitvermont](mailto:events@visitvermont) or call (802) 464-8092 for more information.