

Direct Access to the Perfect Demographic



Sample From a Selection
Of Over 250 wines,
Cooking Demonstrations
By Area Chefs, Live Music
Performed Daily.

DATES

August 20-21, 2010

Friday, 4:00PM to 10:00PM

Saturday, 3:00PM to 9:00PM

LOCATION

Milwaukee Art Museum

TICKETS

\$25 in advance, \$35 at the gate

EXPECTED ATTENDANCE

6,000-7,000

CHARITY

Milwaukee Art Museum

MEDIA PLAN - 2010 SCHEDULE

Media partners of the Milwaukee Wine Festival will assist in communicating Festival details to our target audience. Sponsors will see benefits from our comprehensive marketing effort that will leverage their brands across multiple media. Media partners have included:

PRINT

Milwaukee Magazine
Milwaukee Journal Sentinel
Shepherd Express
TimeOut Chicago

RADIO

KISS (103.7 FM)
WMYX (99.1 FM)

TELEVISION

WCGV-TV (My24)
WVTV-TV (CW)

BROCHURES

Festival brochures will be displayed in Milwaukee and suburban area businesses, hotels, wine shops and restaurants.

INTERNET

Milwaukee Magazine:
www.milwaukee magazine.com

Milwaukee Journal Sentinel:
www.jsonline.com

Milwaukee Wine Festival:
www.milwaukee wine festival.com

inPLAY Events will send multiple e-mails to a qualified list of 30,000 names.

Milwaukee Art Museum will send e-mails to their member list of 30,000 names promoting the Festival.

PUBLIC RELATIONS CAMPAIGN

Press releases distributed to print, broadcast, food and wine, travel and online media outlets.

Hoffman York has been contracted to handle the public relations campaign.





OFFICIAL SPONSORSHIP

- Exclusivity in product category
- Partner recognition on sponsor page of the Festival program
- Partner name or logo included in press releases, brochures and print advertising
- Partner logo with hotlink included on Festival website
- One (1) full-page, black and white advertisement in the Festival program
- Three (3) 3'x5' banners displayed on Festival grounds (Partner to supply banners)
- One (1) 10'x10' display space for product sales and sampling
- Fifty (50) entry passes to the Festival
INVESTMENT: \$5,500

ENTERTAINMENT STAGE SPONSORSHIP

- Exclusivity in product category
- Entitlement of Stage including signage exclusivity (i.e. signage identifying stage as Partner Entertainment Stage)
- Partner name or logo included in all advertising and on sponsor page of the Festival program
- Partner logo included in direct mail, press releases and collateral materials including brochures
- One (1) full-page color advertisement in Festival program
- Five (5) 3'x5' banners displayed throughout Festival grounds (Partner to supply banners)
- One (1) 10'x10' tent/display space for product sales and sampling

- One hundred (100) entry passes to the Festival
- Opportunity to conduct two (2) presentations/demonstrations on the stage (topic/subject to be mutually agreed upon by Partner and Festival producers)
- Partner logo with hotlink included on Festival website
INVESTMENT: \$7,500

HOSPITALITY SPONSORSHIP

- Partner name or logo included in all print advertising
- Partner recognition on sponsor page of the Festival program
- Partner logo included in direct mail, press releases and collateral materials including brochures
- One (1) full-page black & white advertisement in Festival program
- Five (5) 3'x5' banners displayed throughout Festival grounds (Partner to supply banners)
- One (1) 10'x10' tent/display space for product sales and sampling
- One hundred fifty (150) entry passes to the Festival and your private hospitality area (75 per day)
- Private hospitality area reserved to entertain Partner's clients (catering and beverage expense additional)
- Festival will provide a private tented environment with a patio surrounded by white picket fence. Interior to include lighting, buffet, bar, tables and chairs
- Partner logo with hotlink included on Festival website
INVESTMENT: \$7,500 for 2 days or \$5,000 for 1 day

EXHIBITOR/VENDOR OPPORTUNITIES

The Festival offers wineries, restaurants, distributors and retailers opportunities to promote products through sampling and sales at the Festival.

Exhibitors/vendors will receive:

- One (1) 10'x10' display space
- One (1) 8' skirted table
- Two (2) chairs
- Ten (10) entry passes to the Festival
- Four (4) staff badges
- Booth sign with vendor name
- Listing in Festival program distributed to all attendees

WINE VENDORS

- Opportunity to sample wine (maximum of 6 wines per booth)
- Opportunity to sell your wine on-site through Sendik's Food Markets and to distribute company literature and promotional items
WINE VENDOR FEE: \$400

RESTAURANT VENDORS

Opportunity to sell your food products and **RETAIN ALL profits**
RESTAURANT VENDOR FEE: \$500

EXPO BOOTH VENDORS

Opportunity to sell your products and distribute company literature, coupons and promotional items
EXPO BOOTH VENDOR FEE: \$800