



## *Sponsorship Opportunities*



**Saturday, July 15, 2017  
2:00 PM – 8:00 PM**

### **EVENT LOCATION**

**250 S. Nursery Avenue  
Purcellville, Virginia**

### **Rain or Shine Event**

[www.purcellvilleva.gov](http://www.purcellvilleva.gov)  
[www.purcellvillewineandfood.com](http://www.purcellvillewineandfood.com)  
[www.facebook.com/Purcellville-wine-and-food](https://www.facebook.com/Purcellville-wine-and-food)

The Town of Purcellville affords equal opportunity to all existing and prospective Sponsors without regard to race, color, sex, gender identity, sexual orientation, political affiliation, religion, age, marital status, disability or handicap, veteran status or national origin or other criteria protected by law.



## Event Overview

**The mission of the Purcellville Wine and Food Festival is to highlight local and regional businesses, restaurants and wineries.**

Businesses are encouraged to support the 6<sup>th</sup> annual event that has become a highlight of the summer in Purcellville! Your support will ensure our success, help us continue the development of this family friendly festival AND showcase your business in a relaxed, festive atmosphere!

As the festival grows we continually look to add activities to the Festival to enhance the experience for those who attend as well as those who participate. The support of the Purcellville business community is vital to that growth and we are appreciative of ongoing participation in the sponsorship program from that community.

### Sponsors

Sponsors provide financial support in return for promotional opportunity during the festival through booth space, logo/name recognition on marketing materials, advertising, on-site signs and/or banners. Recognition may also include logo/name placement on festival website, social media and festival merchandise such as t-shirts, wristbands, etc.

Sponsors have a variety of levels to select from to support the festival. On the following page those levels are outlined. If there is not something that meets your marketing goals, please contact us and we will try to create a package that will be mutually beneficial to your business and to the festival.





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<b>Winemaker</b>	<b>\$2,500</b>
<ul style="list-style-type: none"> <li>❖ First tier name/logo recognition on printing/marketing materials (i.e. posters, fliers, etc.)</li> <li>❖ Name/logo recognition on social media sites and festival website</li> <li>❖ Logo recognition on Town banners, Welcome and Thank You banners</li> <li>❖ Marketing booth (10' x 10' space) at festival including 10'x10' tent, 2 tables &amp; 2 chairs</li> <li>❖ Opportunity to distribute one (1) branded promotional item to attendees – item to be provided by sponsor and approved by event management</li> <li>❖ Two (2) VIP Tables* or one (1) VIP Table* and twelve (12) adult admission tickets</li> <li>❖ Recognition as “Presenting Sponsor” of one of the following areas: Main Stage, Entertainment, Shuttle Buses, VIP Program or Designated Driver/Free Ride Home Programs</li> <li>❖ First right of refusal for 2018 PWFF</li> </ul>	
<b>Sommelier</b>	<b>\$1,500</b>
<ul style="list-style-type: none"> <li>❖ Second tier name/logo recognition on printing/marketing materials (i.e. posters, fliers, etc.)</li> <li>❖ Name/logo recognition on social media sites and festival website</li> <li>❖ Logo recognition on Welcome &amp; Thank You banner(s)</li> <li>❖ Marketing booth (10' x 10' space) at festival including 10'x10' tent, 2 tables &amp; 2 chairs</li> <li>❖ Opportunity to distribute one (1) branded promotional item to attendees – item to be provided by sponsor and approved by event management</li> <li>❖ One (1) VIP Table* OR twelve (12) adult admission tickets</li> <li>❖ Recognition as sponsor of one of the following areas: Water Station, Event Wrist Bands/Tickets, Acoustic Stage, Acoustic Entertainment or Welcome Gate</li> <li>❖ First right of refusal for 2018 PWFF</li> </ul>	
<b>Connoisseur</b>	<b>\$1,000</b>
<ul style="list-style-type: none"> <li>❖ Name/logo recognition on printing/marketing materials (i.e. posters, fliers, etc.)</li> <li>❖ Name/logo recognition on social media sites and festival website</li> <li>❖ Logo recognition on Welcome and Thank You banners</li> <li>❖ Opportunity to distribute one (1) branded promotional item to attendees – item to be provided by sponsor and approved by event management</li> <li>❖ Eight (8) adult admission tickets</li> </ul>	
<b>Enthusiast</b>	<b>\$ 500</b>
<ul style="list-style-type: none"> <li>❖ 3' x 4' Banner (made by us) in prominent location at the festival</li> <li>❖ Logo recognition on Welcome and Thank You banners</li> <li>❖ Opportunity to provide one (1) branded promotional item for the VIP Program (total of 200 items) – item to be provided by sponsor and approved by event management</li> <li>❖ Four (4) adult admission tickets</li> </ul>	
<b>Aficionado</b>	<b>\$ 250</b>
<ul style="list-style-type: none"> <li>❖ 3' x 4' Banner (made by us) in prominent location at the festival</li> <li>❖ Two (2) adult admission tickets</li> </ul>	

**\*VIP Table** includes: one hour early admission (1 PM), 8 admissions, 8 sampling glasses, 16 sampling tickets, 4 bottles of wine, one round table and eight chairs.



## SPONSORSHIP APPLICATION

Company/Organization: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Company Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Email Address: \_\_\_\_\_  
 Phones: Office \_\_\_\_\_ Cell \_\_\_\_\_  
 Emergency Contact: Name \_\_\_\_\_ Cell Phone \_\_\_\_\_

Level of Sponsorship	Amount
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Please indicate the Sponsorship level you wish to support of participation you wish to provide.

_____ Winemaker	\$2,500
_____ Sommelier	\$ 1,500
_____ Connoisseur	\$ 1,000
_____ Enthusiast	\$ 500
_____ Aficionado	\$ 250

**For questions or more information about sponsorships:**

Bill Collins at 703-304-5294 or [bill@thehighroadinc.com](mailto:bill@thehighroadinc.com)

**Mail or deliver application to:**

Purcellville Wine & Food Festival, Town of Purcellville, 221 S. Nursery Avenue, Purcellville, VA 20132

### Authorization & Indemnification

The individual signing below verifies that he/she is legally authorized to bind and act on behalf of the participating Sponsor. The Sponsor, including all of its employees, agents, and other representatives, hereby agrees to hold harmless and to indemnify, defend and protect the Town of Purcellville and its Council Members, employees, agents, volunteers and other representatives against any and all claims, losses, damages and liabilities whatsoever to persons or property incurred as a result of the actions of the participating Sponsor, including, but not limited to, the Sponsor's installation, occupancy, removal, maintenance, and/or use of the exhibition premises or any part thereof, at the Purcellville Wine and Food Festival. Sponsor agrees that any damage to the property of the Town of Purcellville, including, but not limited to the Town of Purcellville, and any related equipment or property, due to the actions of the Sponsor will result in a financial obligation of the Sponsor to the Town of Purcellville to replace, repair or otherwise correct such damage. I agree that all representatives acting on the Sponsor's behalf for any matter pertaining to the Purcellville Wine and Food Festival will be subject to all rules herein as well as any rules provided to the Sponsors' representatives prior to and/or during the Purcellville Wine and Food Festival.

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_