

# PLACER VINTNERS ASSOCIATION / PLACER WINE TRAIL 2024 SEASONAL EVENT SPONSORSHIPS



APRIL 6-7, 2024

DECEMBER 7-8, 2024



## Be the toast of the town as a sponsor for 2024 Placer Wine Trail events!

Join us in celebrating the vibrant flavors and rich culture of our community on the Placer Wine Trail! As a valued sponsor, you'll have the opportunity to showcase your brand to a diverse audience of wine aficionados, foodies, and local enthusiasts.

### WHY SPONSOR OUR EVENT?

- **Connect with a targeted audience:** Engage directly with wine lovers and community members who appreciate quality products and experiences.
- **Enhance brand visibility:** Elevate your brand's presence through prominent signage, mentions in promotional materials, and social media shoutouts.
- **Support local culture (and agriculture!):** Align your brand with a celebration of local flavors, artisans, and businesses, demonstrating your commitment to the community.
- **Network with industry leaders:** Forge valuable connections with fellow sponsors, vendors, and industry professionals in a relaxed and enjoyable atmosphere.
- **Enjoy exclusive perks:** Indulge in access to the event, complimentary tastings, and special recognition.

Whether you're a winery, restaurant, or local business, there's a perfect sponsorship opportunity waiting for you. Join us in raising a glass to unforgettable experiences and lasting partnerships!

## EVENTS SUMMARY

Visitors purchase a one or two day ticket with access to complimentary tastings and activities at Placer Wine Trail wineries.

## NON-PROFIT HOST

Placer County Vintners Association (501c6 non-profit corporation). All proceeds go to towards Regional Marketing and Economic Development of the wine industry, agriculture and tourism in Placer County.

## EVENT PURPOSE & REGIONAL BENEFITS

To support and promote the wine industry in Placer County and bring *new visitors and revenue opportunities* to the Placer Wine Trail and surrounding assets and increase overnight stays in Placer County.

### 2024 DATES & LOGISTICS

**Sip Into Spring:** April 6-7, 12-5pm

**Holidays in the Hills:** December 7-8, 12-5pm

**Place:** Placer Wine Trail Wineries – Auburn, Granite Bay, Newcastle, Lincoln and Rocklin

**Activity:** Small production wine tasting tours and appreciation

**Participating Wineries:** 20+

**Estimated Attendance:** 700-1000 per event

### POTENTIAL PARTNERS

- Tourism/Hospitality Partners, Area Hotels and Restaurants, Regional Entertainment Venues and Events, Placer Cities and Towns, PCVA Associate Members
- Individual Member Wineries



# SPONSORSHIP OPPORTUNITIES

Support the local wine industry and get your company's logo and message in front of thousands of wine enthusiasts.

## ACCESS & EXPOSURE

**\$20.4  
MILLION**

Total Economic Output  
of the Placer County  
Wine Industry

**EMAIL  
LIST OF  
OVER 7,000**

targeted lifestyle  
consumers

**9,000  
FOLLOWERS  
ON SOCIAL  
MEDIA**

(Facebook and  
Instagram)

**28,000  
UNIQUE  
WEBSITE**

visitors annually

### **BEST OF GLASS, PRESENTING SPONSOR // \$4,500 (\*1 Available Per Event)**

*Exclusive glassware sponsor for Sip Into Spring or Holidays in the Hills*

- Company Logo on one side of the souvenir glassware for the event (1000 pieces)
- Company logo as "presenting sponsor" on signage at each winery check-in table at event (20 wineries)
- Company Logo as "presenting sponsor" on printed event marketing materials (6,000+ flyers, posters, etc. where available)
- 6 complimentary tickets to the event
- Placer Wine Trail social media mentions
- Company Logo & Link on Placer Wine Trail e-blasts & event webpage
- mentions in press release & other pr opportunities (where available)

*\*excludes wineries*

### **SOMMELIER LEVEL SPONSOR // \$1,000 (3 Available Per Event)**

- Company Logo on printed event marketing materials (6,000+ flyers, posters, etc. where available)
- Company logo on signage at each winery check-in table at event (20 wineries)
- 4 complimentary tickets to the event
- Placer Wine Trail social media mentions
- Company Logo & Link on Placer Wine Trail e-blasts & event webpage
- Mentions in press release & other pr opportunities (where available)

### **ENTHUSIAST LEVEL SPONSOR // \$500 (Unlimited)**

- Company logo on signage at each winery check-in table at event (20 wineries)
- 2 complimentary tickets to the event
- Placer Wine Trail social media mentions
- Company Logo & Link on Placer Wine Trail e-blasts & event webpage