

2024 SIPS & SUDS SUMMER EVENTS SPONSORSHIP



JUNE 1 - SEPT. 20TH, 2024



SEPTEMBER 20TH, 2024



Get ready to embark on a flavorful journey with our local Wine & Beer Passport and BBQ Summer Events!

Join us for a celebration of the finest local wines, craft beers, and mouthwatering BBQ flavors during the Placer Wine & Ale Trail Sips & Suds Summer Program. As a sponsor, you'll have the unique opportunity to be part of this exciting adventure, connecting with attendees as they explore the diverse tastes of our community.

WHY SPONSOR OUR WINE & BEER PASSPORT AND BBQ EVENT?

- **Two events, one program - Expand brand visibility:** Gain exposure through passport advertising, event signage, and digital marketing, reaching both local attendees and visitors from afar.
- **Support local businesses and agriculture:** Align your brand with the vibrant spirit of our community by supporting local wineries, breweries, restaurants, and artisans.
- **Network with industry peers:** Forge valuable connections with fellow sponsors, vendors, and industry professionals in a festive and engaging atmosphere.
- **Enjoy exclusive perks:** Indulge in access to the events, including complimentary tastings, and special recognition throughout the passport and BBQ journey.

Whether you're a winery, brewery, restaurant, or local business, there's a perfect sponsorship opportunity waiting for you. Let's raise a glass and toast to a partnership that celebrates the flavors of our community!

EVENTS SUMMARY

Visitors purchase a three-month passport with access to complimentary tastings or other specials at participating Placer County wineries & Breweries, then attend a separate ticketed BBQ hosted by our Winemakers & Brewers featuring local wineries, breweries, live music, vendors and a gourmet BBQ at Gold Hill Gardens in Newcastle – right in the middle of the Trail!

EVENT HOSTS

SAC WINE & ALE is a new Regional Lifestyle Media Brand that publishes the Placer Wine & Ale Trail Guide and promotes local wine, beer, farm to fork and outdoor adventure through outreach, marketing tools and special projects that package and promote the amazing lifestyle that we live here in the Sacramento Region!

All Proceeds go to the **Placer County Vintners Association**, a 501(c)(6) non-profit trade association, formed to promote the development and growth of the commercial wine industry and winegrape growing in Placer County.

EVENT PURPOSE & REGIONAL BENEFITS

THE MISSION is to **bring new visitors and revenue opportunities** to the region's businesses by presenting a unique and personalized agricultural, culinary and recreation-based tourism experience and **increase overnight stays in Placer County**.

- To support and promote the craft wine and brew industry in Placer County and bring *new visitors* to the Placer Wine & Ale Trail and surrounding assets and to help build up overnight visits
- To collaborate with Placer County craft wine and brew industries and work together to promote the region
- To generate awareness, foot traffic and revenue for participating wineries, breweries and hospitality assets
- To provide a "Stay & Play" package opportunity for area accommodation partners
- To fundraise for future regional marketing and economic development

DATES & LOGISTICS

Passport: June 1 through Sept. 20th, 2024

BBQ: September 20th, 2024

Place: Placer Wine & Ale Trail - Roseville, Rocklin, Granite Bay, Loomis, Lincoln, Auburn, Newcastle, Penryn

Activity: Small production wine and beer tasting and appreciation

Participating wineries & breweries: 30+

Estimated Attendance: 1,000-1,500 combined

POTENTIAL PARTNERS

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

SPONSORSHIP OPPORTUNITIES

Support the local wine and craft beer industries and get your company's logo and message in front of over 1,500 wine and beer enthusiasts.

SUMMARY

Promoting and partnering with the community and hospitality industry is already a part of the overall Placer Wine & Ale Trail programming in the annual brochure, on the sacwineandale.com website and on @sacwineandalelife social media channels. As a new event, we tested the waters the last two years with some impromptu sponsorship ads on last year's Sips & Suds passport with good success. This year, we are expanding the number of opportunities and increasing the exposure for both the passport and the BBQ.

ACCESS & EXPOSURE

**\$150+
MILLION**

Total Economic Output
of the Placer County
Craft Wine & Beer
Industries
*2020

**COMBINED
EMAIL LIST
OF OVER
9,000**

targeted lifestyle
consumers

**OVER
10,000
COMBINED
FOLLOWERS**

on social media

**OVER
30,000
UNIQUE
WEBSITE**

visitors annually

PLATINUM - PRESENTING SPONSOR // \$5,000 (1 Available):

Exclusive event sponsor for both the Passport & Winemaker & Brewers BBQ

- Company logo, alongside SAC WINE & ALE and Placer County Vintners as "Presenting Sponsor" on all printed marketing materials including postcards, flyers and posters (20,000 copies) and on back of Passport (1000 copies)
- Exclusive back cover (3.5x5.75) advertising space on the new Passport Companion Guide (1000 copies)
- Tabling and collateral distribution opportunity as featured partner at the September 20th Sips & Suds Summer BBQ at Gold Hill Gardens in Newcastle
- 4 complimentary passports and 4 complimentary tickets to the BBQ with VIP parking passes
- Placer Wine Trail & SAC WINE & ALE social media mentions
- Company logo and link on Placer Wine Trail e-blasts and event web page as "Presenting Sponsor"
- Mentions in press release and other PR opportunities (where available)
- Company logo alongside SAC WINE & ALE and Placer County Vintners as "Presenting Sponsor" on sponsor signage at 9/20 BBQ
- Option for discounted advertising in 2024 SAC WINE & ALE Regional Wine & Ale Guide

**excludes participating wineries or breweries*

BEST OF GLASS SPONSOR // \$3,500 (1 Available)

Exclusive glassware sponsor for the September 20th Winemaker & Brewer's BBQ

- Company logo on one side of the souvenir glassware for the 7/20 BBQ at Gold Hill Gardens. 500-750 pieces
- Full page (3.5x5.75) premium advertising space (inside cover) on the new Passport Companion Guide (1000 printed passports, good June 1st through September 20th)
- Tabling and collateral distribution opportunity as featured partner at the September 20th Sips & Suds Summer BBQ at Gold Hill Gardens in Newcastle
- 4 complimentary passports and 4 complimentary tickets to the BBQ with VIP parking passes
- Placer Wine Trail & SAC WINE & ALE social media mentions
- Company logo and link on Placer Wine Trail e-blasts and event web page
- Mentions in press release and other PR opportunities (where available)
- Company logo on sponsor signage at 9/20 BBQ
- Option for discounted advertising in 2024 SAC WINE & ALE Regional Wine & Ale Guide

**excludes participating wineries or breweries*

GOLD - TSHIRT SPONSOR // In-Kind Trade (1 Available)

Exclusive Passport prize t-shirt and event staff/volunteer t-shirt sponsor

- In-kind trade for up to 250 screen printed event t-shirts
- ½ page (3.5x2.75) advertising space on the printed Passport and Map (1000 printed passports, good June 1st through September 20th)
- Tabling and collateral distribution opportunity as featured partner at the September 20th Sips & Suds Summer BBQ at Gold Hill Gardens
- 4 complimentary passports and two tickets to the BBQ with VIP Parking Passes
- Placer Wine Trail and SAC WINE & ALE social media mentions
- Company logo and link on Placer Wine Trail e-blasts and event web page
- Mentions in press release and other PR opportunities (where available)
- Company logo on sponsor signage at 9/20 BBQ
- Option for advertising in 2024 SAC WINE & ALE Regional Wine & Ale Guide

SILVER - PASSPORT & MAP SPONSOR // \$1,000 (4 Available)

Official sponsor featured on the Guide that goes with the Summer Passport & Map

- Full Page (3.5x5.75) advertising space on the printed Passport and Map (1000 printed passports, good June 1 through Sept. 20th).
- Tabling and collateral distribution opportunity as featured partner at the September 20th Sips & Suds Summer BBQ at Gold Hill Gardens
- 4 complimentary passports and two tickets to the 9/20 BBQ with VIP Parking Passes
- Placer Wine Trail & SAC WINE & ALE social media mentions
- Company logo and link on Placer Wine Trail e-blasts and event webpage
- Mentions in press release and other PR opportunities (where available)
- Company logo on sponsor signage at 9/20 BBQ
- Option for discounted advertising in 2024 SAC WINE & ALE Regional Wine & Ale Guide

BRONZE – PASSPORT COMPANION GUIDE SPONSOR // \$500 (4 Available)

NEW!

Official sponsor featured on the Guide that goes with the Passport

- 1/4 page (3.5x1.325) advertising space on the new Passport Companion Guide (1000 copies)
- Tabling and collateral distribution opportunity as featured partner at the August 19th Sips & Suds Summer BBQ at Gold Hill Gardens
- 2 complimentary passports and 2 tickets to the BBQ
- Placer Wine Trail & SAC WINE & ALE social media mentions
- Company logo and link on Placer Wine Trail e-blasts and event webpage
- Mentions in press release and other PR opportunities (where available)
- Company logo on sponsor signage at 9/20 BBQ
- Option for discounted advertising in 2024 SAC WINE & ALE Regional Wine & Ale Guide

STAY & PLAY SPONSOR // Donations (unlimited)

Stay & Play basket passport prizes

- We are seeking donations for hotel room nights, local restaurant gift certificates, and other Placer County goods and experiences for a weekend "Stay & Play" basket prize
- Company logo on sponsor signage at 9/20 BBQ
- Option for discounted Advertising in the 2024 SAC WINE & ALE Regional Guide

