

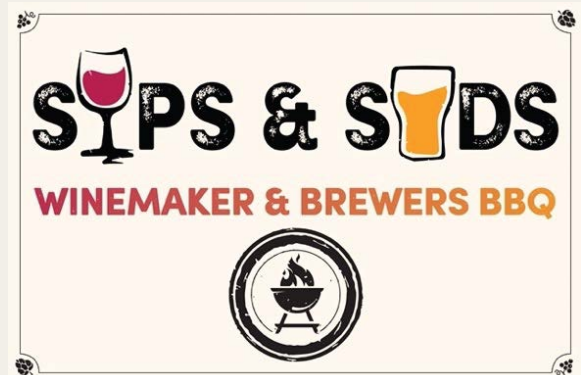
## 2024 SIPS & SUDS SUMMER EVENTS SPONSORSHIP



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](http://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 (4x6) advertising space in 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 (4x6) premium advertising space (inside cover) in 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
- 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 (4x3) advertising space in 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
- 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 in 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*

- 1/2 page (4x3) advertising space in 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



# SIPS & SUDS SUMMER SPONSOR ADVERTISING

## PASSPORT

**PASSPORT INSTRUCTIONS**

Passport good for one year from issue date - Summer 2024. No charge for passport. All sponsor logos and information must be approved and submitted by the deadline of 12/31/2023. All sponsor logos must be submitted by 12/31/2023. All sponsor logos must be submitted by 12/31/2023.

**PRIZES**

Win a Passport to the Sips & Suds Summer 2024. Win a Passport to the Sips & Suds Summer 2024. Win a Passport to the Sips & Suds Summer 2024.

**VISIT A FARMER'S MARKET & FARM STAND!**

Place Passport in your bag. Place Passport in your bag. Place Passport in your bag.

**FARM STAND STAMP**

Place Passport in your bag. Place Passport in your bag. Place Passport in your bag.

**WINERIES & BREWERIES**

**ADRIAN ALDRIDGE**  
10000 S. Highway 99, Suite 100  
Lincoln, CA 95925  
916.433.1111

**BONITA BOUTIQUE WINE**  
10000 S. Highway 99, Suite 100  
Lincoln, CA 95925  
916.433.1111

**CALIFORNIA DISTILLED SPIRITS**  
10000 S. Highway 99, Suite 100  
Lincoln, CA 95925  
916.433.1111

**CARTEAS WINE**  
10000 S. Highway 99, Suite 100  
Lincoln, CA 95925  
916.433.1111

**CASTLE WINE**  
10000 S. Highway 99, Suite 100  
Lincoln, CA 95925  
916.433.1111

**CHUCKIE WINES**  
10000 S. Highway 99, Suite 100  
Lincoln, CA 95925  
916.433.1111

**CITY CELLARS**  
10000 S. Highway 99, Suite 100  
Lincoln, CA 95925  
916.433.1111

**CRISTALINO WINERY**  
10000 S. Highway 99, Suite 100  
Lincoln, CA 95925  
916.433.1111

**CROOKED LANE BREWING CO.**  
10000 S. Highway 99, Suite 100  
Lincoln, CA 95925  
916.433.1111

**PLACER SIPS & SUDS**

**DIGITAL MAP**

**PLACERWINEANDALE.COM**

**FULL PAGE (SILVER)**  
3.5X5.75

**FULL PAGE (SILVER)**  
3.5X5.75

**WINERIES & BREWERIES**

**LONG BURNAL WINERIES**  
10000 S. Highway 99, Suite 100  
Lincoln, CA 95925  
916.433.1111

**MONTE VILLAR**  
10000 S. Highway 99, Suite 100  
Lincoln, CA 95925  
916.433.1111

**ROCKAWAY BREWING CO.**  
10000 S. Highway 99, Suite 100  
Lincoln, CA 95925  
916.433.1111

**SECRET SWINE VINEYARD & WINERY**  
10000 S. Highway 99, Suite 100  
Lincoln, CA 95925  
916.433.1111

**SHOCKER BEER CO.**  
10000 S. Highway 99, Suite 100  
Lincoln, CA 95925  
916.433.1111

**SHOBY EARLY VINEYARD WINES**  
10000 S. Highway 99, Suite 100  
Lincoln, CA 95925  
916.433.1111

**SILVERADO WINERY**  
10000 S. Highway 99, Suite 100  
Lincoln, CA 95925  
916.433.1111

**THE BUCKLE WINERY**  
10000 S. Highway 99, Suite 100  
Lincoln, CA 95925  
916.433.1111

**FULL PAGE (SILVER)**  
3.5X5.75

**FULL PAGE (SILVER)**  
3.5X5.75

## COMPANION GUIDE

**SAC WINE & ALE**  
SIPS & SUDS SUMMER COMPANION GUIDE

**PLACER WINE & ALE TRAIL**  
SIPS & SUDS PASSPORT  
SUMMER 2024

**FULL PAGE (GLASSWARE)**  
4X6 LIVE AREA  
4.5X6.5 W/BLEED  
(4.25X6.25 TRIM)

**WELCOME EDITORIAL & PHOTOS**

**HALF PAGE (GOLD - TSHIRT)**  
4X3 LIVE AREA  
4.5X3.5 W/BLEED  
(4.25X3.125 TRIM)

**HALF PAGE (BRONZE)**  
4X3 LIVE AREA  
4.5X3.5 W/BLEED  
(4.25X3.125 TRIM)

**WINE EDITORIAL**

**HALF PAGE (BRONZE)**  
4X3 LIVE AREA  
4.5X3.5 W/BLEED  
(4.25X3.125 TRIM)

**BEER EDITORIAL**

**HALF PAGE (BRONZE)**  
4X3 LIVE AREA  
4.5X3.5 W/BLEED  
(4.25X3.125 TRIM)

**HALF PAGE (BRONZE)**  
4X3 LIVE AREA  
4.5X3.5 W/BLEED  
(4.25X3.125 TRIM)

**BACK COVER (PLATINUM)**  
4X6 LIVE AREA  
4.5X6.5 W/BLEED  
(4.25X6.25 TRIM)

### PASSPORT FITS INSIDE



**PLATINUM – PRESENTING SPONSOR**  
COMPANY LOGO, ALONGSIDE SAC WINE & ALE AND PLACER COUNTY VINTNERS AS “PRESENTING SPONSOR” ON ALL PRINTED MARKETING MATERIALS. EXCLUSIVE BACK COVER (4X6) ADVERTISING SPACE IN COMPANION GUIDE

**BEST OF GLASS SPONSOR**  
FULL PAGE (4X6) PREMIUM ADVERTISING SPACE (INSIDE COVER) IN COMPANION GUIDE

**GOLD – TSHIRT SPONSOR**  
½ PAGE (4X3) ADVERTISING SPACE IN THE COMPANION GUIDE

**SILVER – PASSPORT & MAP SPONSOR**  
FULL PAGE (3.5X5.75) ADVERTISING SPACE IN THE PASSPORT

**BRONZE – PASSPORT COMPANION GUIDE SPONSOR**

1/2 PAGE (4X3) ADVERTISING SPACE ON THE COMPANION GUIDE