



AMERICA'S GRAPE COUNTRY *Craft Beverage* FESTIVAL WINE • BEER • SPIRITS

Saturday, August 5th and Sunday, August 6th 2023

Chautauqua County Fairgrounds, Dunkirk, NY

3/8/23

2023 EVENT SPONSORSHIP PROPOSAL

Celebrating Over 15 Years!

2023 is our 16th year! America's Grape Country Craft Beverage Festival, formerly America's Grape Country Wine Festival, was established in 2008 by William Merritt, owner of Merritt Estate Winery. Since its inception, AGC has proudly served as Western New York's premier food and wine festival and has morphed into a celebration of not only wine but beer, spirits, and everything in between.

Located at the Chautauqua County Fairgrounds in Dunkirk, NY, this two-day event assembles an assortment of alcohol vendors, craft artisans, agricultural producers, culinary artists, car enthusiasts, and more. This unique tri-state location allows AGC to attract attendees from all over New York State, Pennsylvania, and Ohio. With a multi-state reach, America's Grape Country Craft Beverage Festival provides local businesses with the opportunity to grow their customer base through an entire weekend of fun!



Craft Drinks, Food & Fun!

America's Grape Country Craft Beverage Festival has over 55 participating vendors.

2022 Vendor Statistics

- 16 Wineries
- 13 Distilleries, Cideries, Breweries
- 15 Food Vendors, Food Trucks
- 15 Artisan and Craft Vendors

It's Not All Booze! There are Many Ways to Have Fun at AGC!

Entertainment Highlights include:

- Wood Carver
- Food and Wine Demos from area experts
- Live Music All Weekend
- After Hours Parties
- A Classic Car Show with prizes
- Camping area for maximum fun!



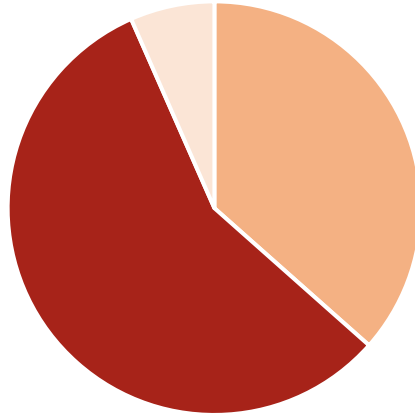
Marketing Reach

Online Impressions

Newsletter Subscribers: 10k

Website Viewers: 15.5k

Social Media Followers: 1.8k



1,000 – 3,000 Attendees

We attract attendees...

Mainly from **New York, Pennsylvania, Ohio, and Canada** but also New Jersey, Florida, Iowa, West Virginia, and more!

Traditional Media Impressions

WGRZ.com What 2 Do: 14.5k

WGRZ Rotators: 257k households reached 4x each

KIX 96.5 30sec Ads: 125k

Print Media Impressions

Palm Cards: 5k

Posters at other Festivals: 10k

Roadside Signage: 5k



Current and Past Sponsors

Aaron's



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Culligan
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State Farm

We Value All of Our Partnerships

Each Sponsorship level receives the following:

- Two banners at the entrance of the event
- A link to your website on the AGC Website
- Inclusion on social media posts and promotions on the AGC Craft Beverage Festival Facebook page.
- Inclusion in the AGC Weekly E-newsletter leading up to the Festival.

Sponsorship Level	10x10 Spaces	Taster's Guide Ad	Event Tickets
Diamond \$5,000	2	Full Page	40
Platinum \$3,000	1	Full Page	30
Premier \$2,000	1	Half Page	20
Gold \$1,000	1	Half Page	15
Silver \$500	0	Quarter Page	8
Bronze \$250	0	Quarter Page	4

Interested in an In-Kind Sponsorship? In place of a monetary contribution, we will gladly accept goods or services. For example, we would love to add goodies to the wine bags each attendee receives!

Sponsor one of the Key Focus Areas of Our Event!

- **Presenting Sponsor \$10,000** – “Presented by” naming rights
- **Wine Glass \$3,500** – your logo on the wine glass each attendee receives **COVERED for '23**
- **Wine Glass Lanyard \$3,000** – your logo on the lanyard each attendee receives
- **Entertainment Stage \$3,000** – a banner with your logo on the Entertainment Stage and a “presented by” introduction before each band performance **COVERED for '23**
- **Wine Pickup \$2,500** – your logo on the two large wine pickup banners, where every attendee retrieves their purchases **COVERED for '23**
- **Camping \$2,500** – Space near the festival entrance or camping area to showcase one or multiple units for sale
- **Food & Wine Demo Stage \$1,500** – your logo on two large banners on either side of the Food & Wine Demo stage
- **Wristband \$1,000** – your logo on the ticket wristbands all attendees receive upon entering the event **COVERED for '23**
- **Classic Car Show \$1,000** – a space at the Car Show with the opportunity to showcase a car for sale
- **Designated Driver/Breathalyzer \$1,000** – a 10x10 booth to promote your business and host the breathalyzer station
- **Signage \$600** – your logo on up to 50 18"x24" yard signs around Dunkirk and surrounding areas leading up to event **COVERED for '23**

Presenting Sponsor \$10,000

As the Presenting Sponsor you will receive:

- **“Presented by” naming rights**
- A two page spread advertisement in the Taster’s Guide, which every attendee receives.
- One 10’x10’ indoor booth at the AGC Craft Beverage Festival. If a booth is not wanted, the number of tickets for distribution to clients and employees can be increased.
- 100 Two-Day Tasting tickets for distribution to clients and employees (\$3,000 value).
 - Additional tickets can be sold at a discounted price (\$25 instead of \$30).

Entertainment Stage Sponsor \$3,000 COVERED for ‘23

As the Entertainment Stage Sponsor you will receive:

- **Prominent placement of your business logo at the stage with introduction to each band.**
- One full page advertisement in the Taster’s Guide, which every attendee receives.
- One 10’x10’ indoor booth at the AGC Craft Beverage Festival. If a booth is not wanted, the number of tickets for distribution to clients and employees can be increased.
- 30 Two-Day Tasting tickets for distribution to clients and employees (\$900 value).
 - Additional tickets can be sold at a discounted price (\$25 instead of \$30).

Wine Glass Sponsor \$3,500 COVERED for ‘23

As the Wine Glass Sponsor you will receive:

- **Prominent placement of your business logo on each wine glass that every attendee will receive before entering the festival**
- One full page advertisement in the Taster’s Guide, which every attendee receives.
- One 10’x10’ indoor booth at the AGC Craft Beverage Festival. If a booth is not wanted, the number of tickets for distribution to clients and employees can be increased.
- 30 Two-Day Tasting tickets for distribution to clients and employees (\$900 value).
 - Additional tickets can be sold at a discounted price (\$25 instead of \$30).

Wine Glass Lanyard Sponsor \$3,000

As the Wine Glass Lanyard Sponsor you will receive:

- **Prominent placement of your business logo on each wine glass lanyard**
- One full page advertisement in the Taster’s Guide, which every attendee receives.
- One 10’x10’ indoor booth at the AGC Craft Beverage Festival. If a booth is not wanted, the number of tickets for distribution to clients and employees can be increased.
- 30 Two-Day Tasting tickets for distribution to clients and employees (\$900 value).
 - Additional tickets can be sold at a discounted price (\$25 instead of \$30).

Wine Pickup Sponsor \$2,500

COVERED for '23

As the Wine Pickup Sponsor you will receive:

- **Prominent placement of your business logo at the Wine Pickup area where every attendee picks up their purchases**
- One full page advertisement in the Taster's Guide, which every attendee receives.
- One 10'x10' indoor booth at the AGC Craft Beverage Festival. If a booth is not wanted, the number of tickets for distribution to clients and employees can be increased.
- 20 Two-Day Tasting tickets for distribution to clients and employees (\$600 value).
 - Additional tickets can be sold at a discounted price (\$25 instead of \$30).

Food & Wine Demo Sponsor \$1,500

As the Food & Wine Demo Stage Sponsor you will receive:

- **Prominent placement of your logo on two large banners on either side of the Food & Wine Demo stage**
- One half page advertisement in the Taster's Guide, which every attendee receives.
- One 10'x10' indoor booth at the AGC Craft Beverage Festival. If a booth is not wanted, the number of tickets for distribution to clients and employees can be increased.
- 15 Two-Day Tasting tickets for distribution to clients and employees (\$450 value).
 - Additional tickets can be sold at a discounted price (\$25 instead of \$30).

Camping Sponsor \$2,500

As the Camping Sponsor you will receive:

- **Space near the festival entrance or camping area to showcase one or multiple units for sale**
- One full page advertisement in the Taster's Guide, which every attendee receives.
- 20 Two-Day Tasting tickets for distribution to clients and employees (\$600 value).
 - Additional tickets can be sold at a discounted price (\$25 instead of \$30).

Classic Car Show Sponsor \$1,000

As the Classic Car Show Sponsor you will receive:

- **A 10x10 space at the Car Show with the opportunity to showcase a car for sale**
- One half page advertisement in the Taster's Guide, which every attendee receives.
- One 10'x10' indoor booth at the AGC Craft Beverage Festival. If a booth is not wanted, the number of tickets for distribution to clients and employees can be increased.
- 15 Two-Day Tasting tickets for distribution to clients and employees (\$450 value).
 - Additional tickets can be sold at a discounted price (\$25 instead of \$30).

Wristband Sponsor \$1,000 COVERED for '23 DD/Breathalyzer Sponsor \$1,000

As the Wristband Sponsor you will receive:

- **Prominent placement of your business logo on the wristbands that every attendee will receive before entering the festival**
- One half page advertisement in the Taster's Guide, which every attendee receives.
- One 10'x10' indoor booth at the AGC Craft Beverage Festival. If a booth is not wanted, the number of tickets for distribution to clients and employees can be increased.
- 15 Two-Day Tasting tickets for distribution to clients and employees (\$450 value).
 - Additional tickets can be sold at a discounted price (\$25 instead of \$30).

As the Designated Driver/Breathalyzer Sponsor you will receive:

- **A 10x10 booth to promote your business and host the breathalyzer station**
- One half page advertisement in the Taster's Guide, which every attendee receives.
- 15 Two-Day Tasting tickets for distribution to clients and employees (\$450 value).
 - Additional tickets can be sold at a discounted price (\$25 instead of \$30).

Signage Sponsor \$600 COVERED for '23

As the Signage Sponsor you will receive:

- **Your logo on up to 50 18"x24" yard signs around Dunkirk and surrounding areas leading up to event**
- One quarter page advertisement in the Taster's Guide, which every attendee receives.
- One 10'x10' indoor booth at the AGC Craft Beverage Festival. If a booth is not wanted, the number of tickets for distribution to clients and employees can be increased.
- 10 Two-Day Tasting tickets for distribution to clients and employees (\$300 value).
 - Additional tickets can be sold at a discounted price (\$25 instead of \$30).

General Sponsorship Levels

Diamond \$5,000

- One full page advertisement in the Taster's Guide, which every attendee receives.
- One 10'x20' indoor booth at the AGC Craft Beverage Festival. If a booth is not wanted, the number of tickets for distribution to clients and employees can be increased.
- 40 Two-Day Tasting tickets for distribution to clients and employees (\$1,200 value).
 - Additional tickets can be sold at a discounted price (\$25 instead of \$30).

Platinum \$3,000

- One full page advertisement in the Taster's Guide, which every attendee receives.
- One 10'x10' indoor booth at the AGC Craft Beverage Festival. If a booth is not wanted, the number of tickets for distribution to clients and employees can be increased.
- 30 Two-Day Tasting tickets for distribution to clients and employees (\$900 value).
 - Additional tickets can be sold at a discounted price (\$25 instead of \$30).

Premier \$2,000

- One half page advertisement in the Taster's Guide, which every attendee receives.
- One 10'x10' indoor booth at the AGC Craft Beverage Festival. If a booth is not wanted, the number of tickets for distribution to clients and employees can be increased.
- 20 Two-Day Tasting tickets for distribution to clients and employees (\$600 value).
 - Additional tickets can be sold at a discounted price (\$25 instead of \$30).

Gold \$1,000

- One half page advertisement in the Taster's Guide, which every attendee receives.
- One 10'x10' indoor booth at the AGC Craft Beverage Festival. If a booth is not wanted, the number of tickets for distribution to clients and employees can be increased.
- 15 Two-Day Tasting tickets for distribution to clients and employees (\$450 value).
 - Additional tickets can be sold at a discounted price (\$25 instead of \$30).

Silver \$500

- One quarter page advertisement in the Taster's Guide, which every attendee receives.
- 8 Two-Day Tasting tickets for distribution to clients and employees (\$240 value).
 - Additional tickets can be sold at a discounted price (\$25 instead of \$30).

Bronze \$250

- One quarter page advertisement in the Taster's Guide, which every attendee receives.
- 4 Two-Day Tasting tickets for distribution to clients and employees (\$120 value).
 - Additional tickets can be sold at a discounted price (\$25 instead of \$30).

Did We Miss the Mark?

Every business deserves a good return on their investment. Let us know if there's another way you'd like to get involved or if you'd like to tailor your contribution.