



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

Saturday, August 8th and Sunday, August 9th, 2026
Chautauqua County Fairgrounds, Dunkirk, NY

3/8/23

2026 EVENT SPONSORSHIP PROPOSAL

Celebrating Over 15 Years!

2026 is our 19th 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 60 participating vendors.

2025 Vendor Statistics

- 15 Wineries
- 18 Distilleries, Cideries, Meaderies
- 14 Food Vendors, Food Trucks
- 15 Artisan and Craft Vendors

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

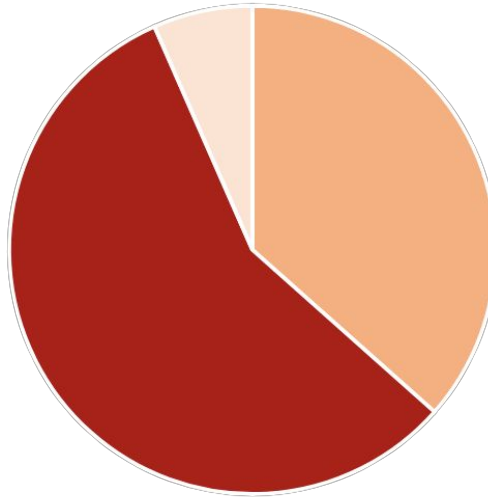
Entertainment Highlights include:

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



Marketing Reach

Online Impressions
Newsletter Subscribers: 11k
Website Viewers: 15.5k
Social Media Followers: 2.3k



1,200 – 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

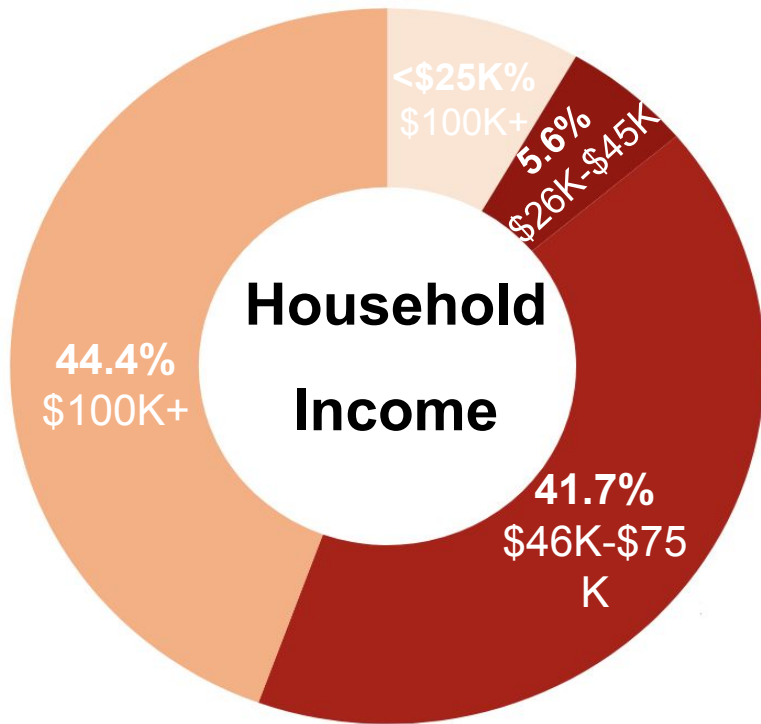
Palm Cards: 5k

Posters at other Festivals: 10k

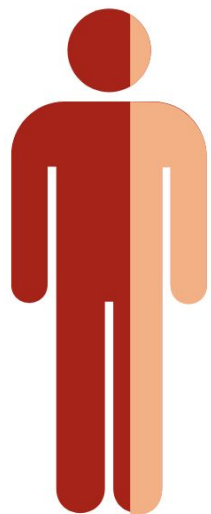
Roadside Signage: 5k



Attendee Demographics



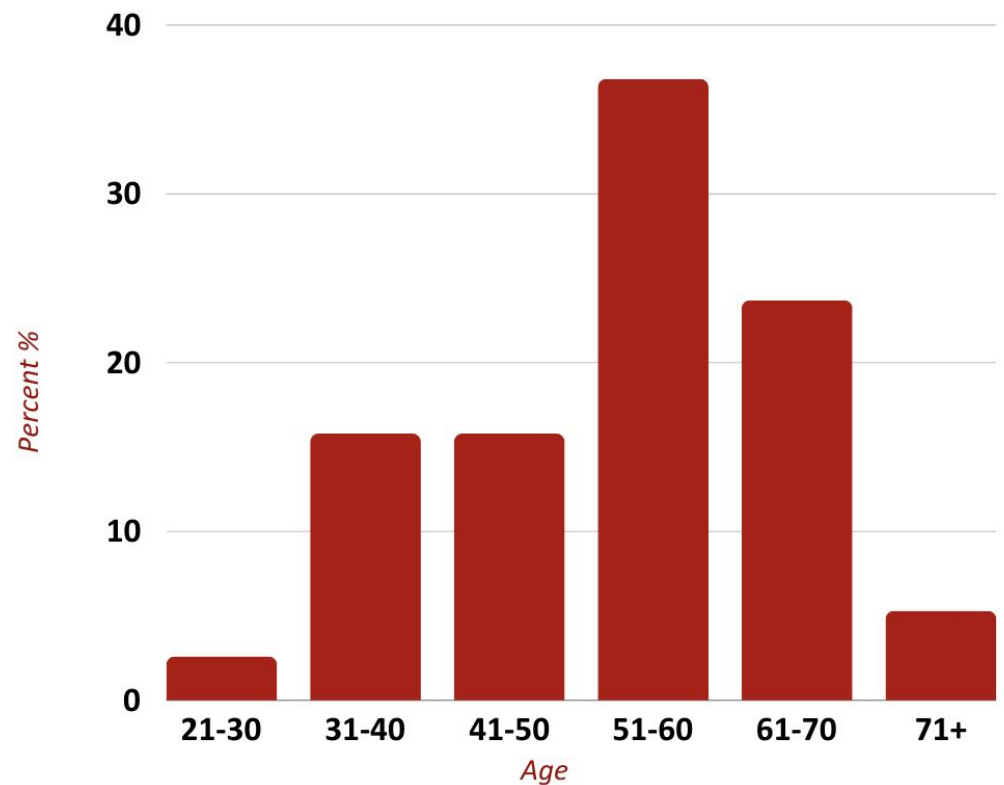
42% of attendees carry a bachelor's degree or higher



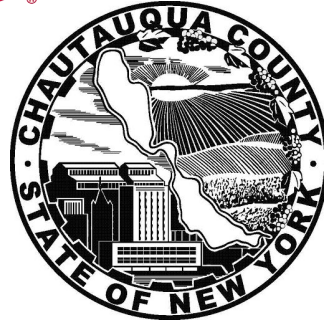
Female = 72%



Male = 28%



Current and Past Sponsors



We Value All of Our Partnerships

Each Sponsorship level receives the following:

- Two banners at the entrance of the event
- Logo Placement on our AGC Website Homepage and links to your website on our Sponsor page
- Inclusion on social media posts and promotions on the AGC Craft Beverage Festival Facebook page and Newsletters

Sponsorship Level	10x10 Spaces	Event Tickets	Become a Key Focus of our Event
Presenting Sponsor \$10,000	1	100+	"Presented by" naming rights
Wine Tote \$4,000	1	40+	Logo placement on every tote bag each attendee receives
Wine Glass \$3,500	1	35+	Logo placement on every wine glass each attendee receives
Entertainment Stage \$3,000	1	30+	A banner with your logo on the stage and a "presented by" introduction before each performance
Purchase Pickup \$2,500	1	25+	Two large wine Pick-up banners with your logo, where every attendee retrieves their purchases
Camping \$2,500	1	25+	Space near the festival entrance or camping area to showcase one or multiple units for sale
Food & Wine Demo Stage \$1,500	1	20+	Logo placement on two large banners on either side of the Food & Wine Demo stage
Wristband \$1,000	1	15+	Logo placement on the ticket wristbands all attendees receive upon entering the event
Classic Car Show \$1,000	1	15+	Space at the Car Show with the opportunity to showcase a car for sale
Designated Driver/Breathalyzer \$1,000	1	15+	A booth to promote your business and host the breathalyzer station
Signage \$600	1	10+	Logo placement on up to (30) 18"x 24" yard signs around Dunkirk and surrounding areas leading up to the event
Pen Sponsor \$500	0	8+	Your company-branded pens that will be placed in every tote bag each attendee receives

What does Sponsorship Include?


Your brand can be recognized (featured, linked, tagged, or mentioned) in the following ways...

 Website  Email Newsletter  Facebook  Instagram  Digital Ads

 Festival Posters and Flyers  Festival Map/Program  Festival Signage

 Festival Booth Space

You may also receive...

 Up to 100 2-Day Tasting Tickets (dependent on level of sponsorship)

Presenting Sponsor \$10,000

As the Presenting Sponsor you will receive:

- **“Presented by” naming rights on all media**
- 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 (\$4,500 value).
 - Additional tickets can be sold at a discounted price (\$40 instead of \$45).

Wine Glass Sponsor \$3,500

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**
- 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.
- 35 Two-Day Tasting tickets for distribution to clients and employees (\$1,575 value).
 - Additional tickets can be sold at a discounted price (\$40 instead of \$45).

Wine Tote Sponsor \$4,000

As the Wine Tote Sponsor you will receive:

- **Prominent placement of your business logo on each cloth tote bag**
- 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.
- 40 Two-Day Tasting tickets for distribution to clients and employees (\$1,800 value).
 - Additional tickets can be sold at a discounted price (\$40 instead of \$45).

Entertainment Stage Sponsor \$3,000

As the Entertainment Stage Sponsor you will receive:

- **Prominent placement of your business logo on the stage with an introduction before each band.**
- 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 (\$1,350 value).
 - Additional tickets can be sold at a discounted price (\$40 instead of \$45).

Purchase Pickup Sponsor \$2,500

As the Purchase Pickup Sponsor you will receive:

- **Prominent placement of your business logo at the Purchase Pickup area where every attendee picks up their purchases**
- 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.
- 25 Two-Day Tasting tickets for distribution to clients and employees (\$1,125 value).
 - Additional tickets can be sold at a discounted price (\$40 instead of \$45).

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**
- 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 (\$900 value).
 - Additional tickets can be sold at a discounted price (\$40 instead of \$45).

Camping Sponsor \$2,500

As the Camping Sponsor you will receive:

- **Prominent placement of your business logo and/or a space near the Camping Area or Festival Entrance to showcase a Camping Unit**
- Advertisement in the Taster's Guide, which every attendee receives.
- One 10'x10' indoor booth at the AGC Craft Beverage Festival.
- 25 Two-Day Tasting tickets for distribution to clients and employees (\$1,125 value).
 - Additional tickets can be sold at a discounted price (\$40 instead of \$45).

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**
- 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 (\$675 value).
 - Additional tickets can be sold at a discounted price (\$40 instead of \$45).

Wristband 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**
- 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 (\$675 value).
 - Additional tickets can be sold at a discounted price (\$40 instead of \$45).

Signage Sponsor \$600

As the Signage Sponsor you will receive:

- **Your logo on up to (30) 18"x24" yard signs around Dunkirk and surrounding areas leading up to event**
- 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 (\$450 value).
 - Additional tickets can be sold at a discounted price (\$40 instead of \$45).

DD/Breathalyzer Sponsor \$1,000

As the Designated Driver/Breathalyzer Sponsor you will receive:

- **Prominent placement of your business logo on a Banner at your designated space**
- **A 10x10 booth to promote your business and host the breathalyzer station**
- Advertisement in the Taster's Guide, which every attendee receives.
- 15 Two-Day Tasting tickets for distribution to clients and employees (\$675 value).
 - Additional tickets can be sold at a discounted price (\$40 instead of \$45).

Pen Sponsor \$500

As the Pen Sponsor you will receive:

- **Your company-branded pens that will be placed in every tote bag each attendee receives**
- Advertisement in the Taster's Guide, which every attendee receives.
- 8 Two-Day Tasting tickets for distribution to clients and employees (\$360 value).
 - Additional tickets can be sold at a discounted price (\$40 instead of \$45).

General Sponsorships

Diamond \$4,000

- 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.
- 40 Two-Day Tasting tickets for distribution to clients and employees (\$1,800 value).
 - Additional tickets can be sold at a discounted price (\$40 instead of \$45).

Gold \$500

- 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.
- 8 Two-Day Tasting tickets for distribution to clients and employees (\$360 value).
 - Additional tickets can be sold at a discounted price (\$40 instead of \$45).

Platinum \$2,000

- 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 (\$900 value).
 - Additional tickets can be sold at a discounted price (\$40 instead of \$45).

Silver \$250

- Your company logo listed on the sponsor page in the Taster's Guide, which every attendee receives.
- 6 Two-Day Tasting tickets for distribution to clients and employees (\$270 value).
 - Additional tickets can be sold at a discounted price (\$40 instead of \$45).

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.

Premier \$1,000

- 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 (\$675 value).
 - Additional tickets can be sold at a discounted price (\$40 instead of \$45).

Bronze \$100

- Your company logo listed on the sponsor page in the Taster's Guide, which every attendee receives.
- 4 Two-Day Tasting tickets for distribution to clients and employees (\$180 value).
 - Additional tickets can be sold at a discounted price (\$40 instead of \$45).