



THE VIRGINIA WINE SHOWCASE

QUICK FACTS

The Virginia Wine Showcase is a great way to market your business to thousands of National Capital consumers. The event attracts an affluent audience with an interest in the finer things in life. We offer exhibit, advertising and sponsorship opportunities for you to promote your product or service directly to the people you are trying to reach.

- LOCATION:** Dulles Expo Center in Chantilly, Virginia (Washington DC metropolitan area)
- DATES/TIMES:** Weekend before Valentines Day - February 9th & 10th, 2008, 11am - 5pm both days
- EVENT ACTIVITIES:** A grand tasting of Virginia's award-winning wines
Culinary and art/craft exhibitors
Hourly seminars on tasting, pairing and responsible consumption
An Entertainment Stage with a great line up of regional performers
- AUDIENCE:** Typical audience is age 32-65 with mid to upper level incomes - wine aficionados who look for and enjoy good food, fine art and gourmet products. Attendees come mainly from the metropolitan area of Washington DC, as well as all over Virginia and Maryland. The audience tends to be passionate about the success of the Virginia wine industry.
- MARKETING OPPORTUNITIES:** Radio and print coverage
Promotion in The Virginia Winery Guide - to be given to guests at the event
Inclusion on marketing fliers to be placed in retail shops and Virginia wineries
Logo on event website
On-site signage
Booth space
Logo on Tasting Glass
Logo on Tote Bag
- PROMOTION IDEAS:** Product Sampling at the event
Database development (register to win)
Product sales
Contest/Promotions
Premium incentives
Couponing/bouncebacks
Cross-promotions/sponsor partnerships

Virginia Wine Showcase sponsors enjoy benefits that you won't find with other sponsorship opportunities. We can tailor a package specifically to meet your corporate objectives and promote your business. The possibilities are endless.

SPONSORSHIP OPTIONS RANGE FROM TITLE SPONSORSHIP TO BOOTH DISPLAYS AND ADVERTISING IN THE VIRGINIA WINERY GUIDE TO BE PRODUCED FOR THE EVENT. LET US TAILOR A SPONSORSHIP THAT WORKS FOR YOU.



THE VIRGINIA WINE SHOWCASE

Great Ways You Can Become a Sponsor

Exhibit at the Show

Your business can be one of the featured exhibitors in the Virginia Wine Showcase. We have space available for commercial and artisan companies who sell lifestyle products. download our exhibit application at www.vawineshowcase.org for details.

Advertise in the Virginia Winery Guide

The Virginia Winery Guide, distributed at the Showcase will be kept and used as a Wine Country reference by 20,000 festival patrons all year. (Please check our media kit at www.virginiawineshowcase.org for details.)

1/3 page \$250 | 1/2 page \$400 | Full page \$600 | Cover page \$850

Put Your Logo on our Tasting Glasses

\$5000 Sponsorship Commitment for 5000 Glasses

Your Exclusive Logo on our souvenir Tasting Glass

You'll also get a Full page program book ad (value: \$600)

and your Logo included on Virginia Wine Showcase website (value: \$800)

Put Your Logo on our Wine Tote

(\$ Quoted based on your wishes for shared or exclusive sponsorship)

Logo on souvenir Festival Goody Bag

You'll also get a Full page program book ad (value: \$600)

and your Logo included on Virginia Wine Showcase website (value: \$800)

Put Your Postcard, Flyer or other goody Inside our Tote Bag

\$500 Sponsorship Commitment + materials

Place your coupon in our goody bag - It's 1/10 of the cost of mailing the same thing out on a postcard.

Become an Official Sponsor

\$3000 Sponsorship Commitment

Your business/organization banner will be in front of each of the guests that walk through the event doors.

You'll also get a Free exhibit Booth where you can sell your wares for the entire 2 day weekend (value: \$1000)

a Full page program book ad (value: \$600)

your Logo included on Virginia Wine Showcase website (value: \$800)

10 complimentary tickets to the Virginia Wine Showcase (value: \$1050)

Become a Premier Sponsor

\$5000 Sponsorship Commitment

Your business/organization banner will be in front of each of the guests that walk through the event doors.

You'll also get Free front 20'x20' exhibit space where you can sell your wares for the entire 2 day weekend (value: \$4000)

a Full page program book ad (value: \$600)

your Logo included on Virginia Wine Showcase website (value: \$800)

20 complimentary tickets to the Virginia Wine Showcase (value: \$1400)

Become a Marquis Sponsor

\$8000 Sponsorship Commitment

Your business will be one of three included on all marketing materials as a presenting sponsor (value: \$35000)

Your banner will be in front of each of the guests that walk through the event doors.

You'll also get product exclusive Front/Center Exhibit Space for the entire 2 day weekend (value: \$9000)

a Full page program book ad (value: \$600)

your Logo included on Virginia Wine Showcase website (value: \$800)

30 complimentary tickets to the Virginia Wine Showcase (value: \$1750)

Call us today and let's work out the perfect sponsorship to meet your marketing needs!



2008 SPONSORSHIP ORDER Virginia Wine Showcase

COMPANY	CONTACT		
STREET	CITY	ST	ZIP
BILLING ADDRESS (IF DIFFERENT)	CITY	ST	ZIP
PHONE	FAX		
EMAIL	WEB		

Sponsorship Level

Marquis Sponsor - \$8000	
Premier Sponsor - \$5000	
Official Sponsor - \$3000	
Seminar/Entertainment Sponsor - \$500	
Name Your Custom Sponsorship	
TOTAL	\$

PAYMENT OPTIONS

Payment by Check (payable to Capital Celebrations) Credit Card: Visa MC American Express

CARD #	Exp Date ____ / ____
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ADVERTISE ON:	
5,000 Tasting Glasses (due by Jan 11)	\$ 5,000
Wine Tote (due by Jan 11)	\$ as Quoted
Virginia Winery Guide (due by Jan 11)	See Media Kit for ad prices and specifications

Signature: _____

Date: _____

SUBMIT TO: VIRGINIA WINE SHOWCASE, P.O. Box 82, Aldie, VA 20105

Telephone: 703-823-1868 | Fax: 661-451-5491 | Email: Carl@capitalcelebrations.com