

It's wine time.

sponsorship and event information

NOVEMBER 18TH & 19TH 2011
3RD ANNUAL WINE
FESTIVAL AT THE
FARM





Dear Partner:

The Arizona wine industry is one of the fastest growing value-added industries in the state creating jobs and wealth while preserving sustainable agriculture statewide. In fact, in 1980 there were less than 10 wineries in Arizona and today there are over 50 bonded wineries and many more in the development phase. The number of vineyard acres has grown dramatically and many new vineyards and wineries are planned. **The Arizona Wine Growers Association (AWGA)** represents these family businesses statewide.

On November 18-19, 2011, the **AWGA** will hold the 3rd annual celebration of the Arizona wine industry – Festival at the Farm. The **AWGA** supports grape growers and wineries statewide through education, representation, advocacy, and promotion of Arizona wine and sustainable grape growing. The annual fundraiser includes the Arizona wine competition, educational seminars, wine tasting, lunch in the grove at The Farm in Phoenix, and a live/silent auction. The auctions raised nearly \$30,000 last year which is an indication of the commitment of the wine consumer. It is a great event that has attracted wine lovers who want to support the growth of the industry while enjoying the quality product Arizona wineries have to offer.

Please consider participating as a sponsor for the Festival at the Farm. Enclosed you will find a sponsorship benefits summary as well as sponsorship opportunities for your review.

Please contact Patti King (pking@arizonawine.org) with any questions. Also check out our website at www.azwinefestivalatthefarm.com.

Thank you for your consideration and generous support of the Arizona wine industry.

Sincerely,

Peggy Fiandaca
President

Arizona Wine Growers Association





FESTIVAL AT THE FARM SUMMARY BENEFITS

PROMOTION: Promote your business or product in conjunction with local wineries. Your company will be in a position to target its brand/product to a select audience.

STATEWIDE VISIBILITY: Arizona's wine growing regions are located in various parts of the state outside the greater Phoenix area. Many consumers will be traveling to support their local winery and are potential new customers.

CUSTOMERS: The event will target a select affluent audience who is interested in quality wine and food. The price level of the event ticket is set to gear toward a sophisticated customer base. Tickets will be limited to 1,000 people.

MEDIA EXPOSURE: We will be actively pursuing all channels of media to gain exposure to the event. It will be featured on the radio, television, in magazines and newspapers and other print materials.

EXCLUSIVITY: The event is being hosted at the beautiful setting of the Farm at South Mountain. It is a special venue for an elegant event. The seminars will be hosting celebrities in both the wine world and beyond. It is the opportunity to take part in this unique event. Sponsorship will be limited to businesses that cater to our audience.





SPONSORSHIP OPPORTUNITIES

Premier Grand Cru Level \$5,000

- Logo & link on the festival's website under Premier Grand Cru section
- Logo & link on the festival's e-newsletters
- Logo placement on official event collateral materials
- 10x10 space as a vendor, includes table and linen
- One full-page color advertisement in festival program (5.25" W x 8.25" H)
***Ad designed by sponsor. Deadline of October 10, 2011
- Logo placement on festival signage during the event
- 4 Festival at the Farm Tickets

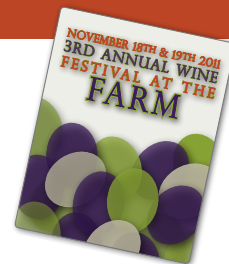
Grand Cru Level \$2,500

- Logo & link on the festival's website under special sponsor section
- Logo & link on the festival's e-newsletters
- Logo placement on printed event collateral materials
- 10x10 space as a vendor, includes table and linen
- One half-page color advertisement in festival program (5.25" W x 4" H)
***Ad designed by sponsor. Deadline of October 10, 2011
- 4 Festival at the Farm Tickets

Cru Level \$1,500

- Logo & link on the festival's website under special sponsor section
- Logo & link on the festival's e-newsletters
- Logo placement on printed event collateral materials
- 4x6 table top space as a vendor, includes table and linen
- One quarter-page color advertisement in festival program (2.55" W x 4" H)
***Ad designed by sponsor. Deadline of October 10, 2011
- 4 Festival at the Farm Tickets





Gran Reserva Level \$1,000

- Logo & Link on the festival's website under special sponsor section
- Logo & link on the festival's e-newsletters
- 4x6 table top space as a vendor, includes table and linens
- One eighth-page color advertisement in festival program (2.55" W x 1.95" H)
***Ad designed by sponsor. Deadline of October 10, 2011
- 2 Festival at the Farm Tickets

Reserva Level \$500

- 4x6 table top space as a vendor, includes table and linens
- One eighth-page color advertisement in festival program (2.55" W x 1.95" H)
***Ad designed by sponsor. Deadline of October 10, 2011
- 2 Festival at the Farm Tickets

Food Vendor Only:

Please contact Patti King at 623-236-2338 to reserve your space.

Media Passes:

We will be holding a "Power Hour" for the media to mingle with the WineMakers and taste the local wines from 12:00 PM – 1:00 PM on November 19, 2011. This will be before we open the gates to the public. Contact Patti King today to reserve your spot.
pking@arizonawine.org





**3RD ANNUAL WINE FESTIVAL AT THE FARM
SPONSORSHIP APPLICATION**

COMPANY: _____
CONTACT PERSON: _____
MAILING ADDRESS: _____
PHYSICAL ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
PHONE: _____ EMAIL: _____
FAX: _____ WEBSITE: _____

EVENT SPONSORSHIP

AWGA FESTIVAL AT THE FARM – NOVEMBER 19TH, 2011

SPONSOR LEVEL: PREMIER GRAND CRU \$5000 GRAND CRU \$2500
 CRU \$1500 GRAN RESERVA \$1000
 RESERVA \$500 OTHER _____

See Sponsorship Package for Level Details

NOTES: _____

HIGH RESOLUTION DIGITAL LOGO SUBMITTED *Email to mochoa@arizonawine.org*

TRADE PROPOSAL

TRADE PROPOSED: _____

ESTIMATED TRADE VALUE: \$ _____

PAYMENT METHOD

CHECK ENCLOSED Make payable to Arizona Wine Growers Association
 CREDIT CARD PAYMENT

VISA MASTERCARD
Number: _____ Expiration: _____
Amount to be charged: \$ _____
Billing Address: _____
City: _____ State: _____ Zip: _____
Cardholder Name: _____

I agree to abide by all the terms specified above.

Signature: _____

DATE: _____

