

# Classroom Central



## 2016 SPONSORSHIP PACKAGE



# About the Festival

To celebrate Historic South End's love for community, Classroom Central is once again hosting the South End Wine Festival.

Plus, we are thrilled to be able to say the festival sold out in 2015 and we are expecting another sold out attendance of 1,700 on 10/15/16.

## Unique ya say...?

- ✓ At \$35, this event is among the most affordable festivals Charlotte has to offer.
- ✓ Not only will we be serving great wine from around the world, but we'll also focus on great local music, artisans and excellent food from local food trucks.
- ✓ Plenty of street parking and access to public transportation make this event very user-friendly.
- ✓ This festival will have a VIP experience available for purchase.

## About our Classroom Central

Classroom Central



### **MISSION STATEMENT:**

Classroom Central equips students living in poverty to effectively learn by collecting and distributing free school supplies.



# PRESENTING SPONSOR \$3,000

(Limit of Two & One Available)

This sponsorship level offers your organization a “Brought To You By” naming rights. This is a great choice to maximize your brand and includes the option for first rights of refusal option for renewal.

## SPECIFIC BENEFITS INCLUDE:

1. Your organization as part of festival’s branding such as, **“Festival brought to you by Your Organization’s Name”**.
2. Quality produced video about the support your organization shows for the community & Classroom Central.
3. On-Stage speaking opportunity at the festival.
4. 4 tickets to the festival’s kick-off reception.
5. A minimum of 5 mentions on the festival’s social media accounts.
6. Your organization's logo featured on the festival’s promotional materials such as coasters, poster and flyers.
7. Your organization's logo on all on-site festival produced banners including stage backdrop.
9. 8 VIP tickets per festival.
10. Four (4) vendor tickets for your day of event staff with tasting glasses.
11. Festival signage at your organization highlighting your festival sponsorship.
12. Your organizations' logo on 6 Uptown Kiosk festival posters that will be displayed 30 days prior to the event.
13. Your organization's logo included on the front of the festival’s brochure.
14. Your organization’s logo on the festival’s website that links to your website.



# VIP AREA SPONSOR \$2,400

This sponsorship level offers your organization the South End Wine Festival's VIP Area naming rights. This is a unique way to reach those consumers who prefer a VIP experience and includes the option for first rights of refusal option for renewal.

## SPECIFIC BENEFITS INCLUDE:

1. Your organization's banners predominately displayed at the entrance of VIP area.
2. Your organizations will receive 10 x 10 exhibit space at the festival.
3. 4 tickets to each festival's kick-off reception.
4. A minimum of 4 mentions on the festival's social media accounts.
5. Your organization's logo featured on the festival's promotional materials such as posters and flyers.
6. Your organization's logo on all on-site festival produced banners including stage backdrop.
7. 8 VIP tickets to the festival.
8. Four (4) vendor tickets for the festival for your day of event staff with tasting glasses.
9. Your organization's logo on the front of the festival's brochure.
10. Your organization's logo on 6 Uptown Kiosk festival posters that will be displayed 30 days prior to the event.
11. Your organization's logo on the festival's website that links to your website.



# WINE CART SPONSOR \$3,000

This sponsorship level offers your organization to be exclusive sponsor brand on the South End Wine Festival's Cruise Cart. This is a fun and unique choice to maximize your organization's brand before and during the festival. This sponsorship also includes the option for first rights of refusal option for renewal.

## SPECIFIC BENEFITS INCLUDE:

1. Your organization's logo predominately displayed on the South End Wine Festival's Cruise Cart and one the driver's shirt.
2. Your organization's logo will be seen on the Cruise Cart while it offers free rides starting 30 days prior to the festival throughout Uptown and surrounding neighborhoods.
3. Your organizations will receive 10 x 10 exhibit space at the festival.
4. 4 tickets to each festival's kick-off reception.
5. A minimum of 4 mentions on each festivals social media accounts.
6. Your organization's logo featured on each festival's promotional materials such as festival posters and flyers.
7. Your organization's logo on all on-site festival produced banners including stage backdrop.
8. Four (4) vendor tickets for your day of event staff with tasting glasses.
9. Your organization's logo on 6 Uptown Kiosk posters for each festival that will be displayed 30 days prior to the event.
10. Your organization's logo on the festival's website that links to your website.

Here is an example of the cart from our sister festival. The new cart will be branded with the wine festival and your organization's logo



# GRAPEVINE SPONSOR \$2,000

This sponsorship level offers your organization to be exclusive sponsor brand on the South End Wine Festival's Clean Graffiti Art. This is a great choice to maximize your organization's brand and includes the option for first rights of refusal option for renewal.

## SPECIFIC BENEFITS INCLUDE:

1. Your organization's logo predominately displayed within South End Wine Festival's Clean Graffiti art.
2. Your organization's logo will be seen on 12 Clean Graffiti spots throughout Historic South End starting 30 days prior to the festival.
3. Your organizations will receive 10 x 10 exhibit space at the festival.
4. 4 tickets to each festival's kick-off reception.
5. A minimum of 4 mentions on the festival's social media accounts.
6. Your organization's logo featured on the festival's promotional materials such as posters and flyers.
7. Your organization's logo on all on-site festival produced banners including stage backdrop.
8. Four (4) vendor tickets for your day of event staff with tasting glasses.
9. Your organization's logo on 6 Uptown Kiosk festival posters that will be displayed 30 days prior to the event.
10. Your organization's logo on the festival's website that links to your website.

Here is an example of the Clean Graffiti from our sister festival. The new Clean Graffiti will be branded with the wine festival and your organization's logo



# EVENT SPONSOR \$1,000

## SPECIFIC BENEFITS INCLUDE:

- 1) Your company will receive a 10' x 10' exhibit space at the festival.
- 2) Two (2) tickets to the Wine Festival's kick-off reception.
- 3) A minimum of two (2) mentions on the festival's social media accounts.
- 4) Company logo on all on-site festival produced banners including stage backdrop.
- 5) Four (4) general admission tickets to the festival.
- 6) Four (4) vendor tickets for your day of event staff with tasting glasses per festival.
- 7) Event signage at your business that recognizes your sponsorship which includes a yard sign, window cling and festival poster.
- 8) Company logo included in the festival's brochure.
- 9) Company logo on the festival's websites that links to your website



# BRAND SPONSOR \$500.00

## SPECIFIC BENEFITS INCLUDE:

1. Quarter page ad in the festival's brochure
2. Two (2) tickets to the festival's kick-off reception.
3. A minimum of one (1) mention on each festivals social media accounts.
4. Company logo on all on-site festival produced banners including stage backdrop.
5. Two (2) general admission tickets to the festival.
6. Event signage at your business that recognizes your sponsorship which includes a yard sign, window cling and festival poster.
7. Company logo on the festival's website that links to your website.

