



SPONSORSHIP PACKAGE

SATURDAY, OCTOBER 20, 12PM-4PM

ADRIATICA, MCKINNEY, TEXAS

WHAT, WHERE, WHEN

The 2nd Annual McKinney Wine & Music Festival is scheduled for Saturday, October 20, 2018 from 12pm-4pm!

The beloved festival will take place at Adriatica in McKinney, TX!

The event is free to attend, open to the public and family friendly! Wine tastings with a signature wine glass, and food will be available for purchase.

The festival will feature over 100 wines, 5 bands, 60+ McKinney artisans, small businesses and shops, grape stomping, a wine & dine photo-booth, a culinary experience tent featuring local culinary experts, a play-zone for kids and many other activities throughout the day!



MARKETING + NUMBERS

In 2017, at our inaugural festival, we had over 3,500 people in attendance! We are expecting 4,000+ in attendance at the 2018 festival.

In 2017 our festival had the most social media event followers for a fall event in DFW! We had 21,600 people following and engaging with our event on facebook!

Our facebook event page alone reached 500,000 people and received over 33,000 unique views. Our Pandora radio ad delivered 100,014 impressions.

Our marketing efforts will include Pandora radio, local radio, social media, email blasts from MCVB and local bloggers, digital and print ads with Community Impact, Dallas Observer, D Magazine and Dallas Morning News, paid posts through localwinevents.com, local McKinney and Frisco print and digital publications, advertising partnerships with local businesses, Press Releases will be sent to all DFW major media outlets and events will be added to over 50 media event calendars.





MARKETING + NUMBERS

Women account for 85% of our followers on social media. The festival hosts a healthy mix of both women, men and families. Our advertisements for the beer options and our 'guy' inspired accompaniments are anticipated to increase our men followers on social media.

We target our advertising to those 30-55 years old. Our advertising reach will saturate the 75071, 75070, 75034 and 75069 zip codes. Additional advertising through paid print ads and email blasts will reach across DFW.

Advertising for the festival started on 2/15/2018 and our biggest advertising push will be August-October 20, 2018.

PARTNER WITH US

Partnering your business with the McKinney Wine & Music Festival will give your business:

Brand Visibility

Targeted Marketing

A Favorable Consumer Perception

Efficient Lead Generation

Content Strategy

Audience Insights

More Business to Business Relationships

Community Goodwill

Return on Investment

Read one of our favorite blog posts to learn more about why you should sponsor a community event: by clicking [*HERE*](#).





GET CONNECTED

Thank you for considering a partnership with the McKinney Wine & Music Festival! We'd love to showcase your business while having a lot of fun along the way!

Please let us know if you have any questions, or if you have ideas on how we can customize an opportunity for you!

www.mckinneywinefestival.com

info@mckinneywinefestival.com



\$10,000

SOLD



SPONSORSHIP OPPORTUNITIES

FOR THE MOST FUN EVENT IN
TOWN

PRESENTING SPONSOR- MASTER BUILT CONTRACTORS

- Naming rights to the McKinney Wine & Music Festival
- Branding of entire festival to include your company name and/or logo.
 1. Company name worked into the official 2018 festival logo
 2. Company name worked into logo on 5k step and repeat
 3. Company name worked into logo on Photo-Booth Prints
 4. Company name worked into logo on wine glasses
 5. Company logo on stage signage
- Advertising and all promotions of the festival to include your company name and/or logo:
 1. Social media paid posts and ads (Reaching over 500k viewers)
 2. Social Media event pages
 3. Pandora (\$5,000 value)
 4. Local Radio (\$2,500 value)
 5. Event Flyers
 6. Event Website
- 5. Local blogs, email blasts, Dallas Observer (\$2,000+ value)
 - 10x20 sponsor space at the festival (\$1,000 value)
 - On stage mention throughout the festival
- Custom Snap Chat filter with company logo created for the Wine Fest
 - 6 tickets to the Best of the Fest Wine Dinner (\$750 value)

\$5,000 OR \$2,500 X2
SPONSORS
AVAILABLE



SPONSORSHIP OPPORTUNITIES

FOR THE MOST FUN EVENT IN
TOWN

STAGE SPONSOR

- Company name and logo on the main stage event signage at the festival!
- Space to set up a 10x20 tent to promote your company to festival goers
- Opportunity to make an announcement about your company on stage
 - Onstage mention of your sponsorship and website throughout the festival
 - Exposure in festival advertising/promotion:
 1. Social media event pages
 2. Social media paid advertising (Reaching over 300k viewers)
 3. Logo on event flyer shared via email and printed in local businesses
 4. Video interview shared on our event website and on social media with your company logo and website included.
 5. Event website
 6. Local Blogs and Press Release
 7. Dallas Morning News Print Guide
 8. Community Impact print ad
 9. Community Impact digital ads

\$4,000 FOR 2,600
GLASSES
SOLD



**SPONSORSHIP
OPPORTUNITIES**

FOR THE MOST FUN EVENT IN
TOWN

WINE GLASS SPONSOR- CHRISTINE HOGAN EBBY

- Company name and logo on wine glasses that (2,600+) wine drinkers will carry throughout the event and take home as a signature event memento
 - Company name and logo on signage at the checkin/ wine glass/ticket tents.
 - Pictures of the wine glasses posted by attendees on social media and used for social media marketing/advertising the event
 - Exposure in festival advertising/promotion:
 - Social media event pages
 - Paid facebook ad
 - On stage mentioning at the festival

\$2,500
AVAILABLE



SPONSORSHIP OPPORTUNITIES

FOR THE MOST FUN EVENT IN
TOWN

CULINARY EXPERIENCE TENT SPONSOR

- Exposure in festival advertising/promotion:
 1. Social media event pages
 2. Social media paid advertising (Reaching 50k+ unique viewers)
 3. Exclusive blog post with local blogger highlighting the sponsorship and the demonstrations happening at the culinary tent.
 4. Event website
 5. Dallas Morning News Print Ad
- Opportunity to brand the 20x30 culinary tent with signage to showcase brand to festival attendees. (Brand it as much as you'd like!)
- 10x20 space at the festival to showcase your company to festival goers
- On stage mentioning of your sponsorship throughout the festival

\$2,000
AVAILABLE



SPONSORSHIP OPPORTUNITIES

FOR THE MOST FUN EVENT IN
TOWN

PHOTO-BOOTH SPONSOR

- Company name and logo on thousands of photos taken at the photo booth which are printed at the festival, instantly shared on event goers social media pages to thousands of people and posted by the festival on the event Facebook page!
- 10 x10 prime space at the festival to showcase your brand to attendees in a prime location
- On stage mention of your sponsorship, website and other custom message
- Paid social media posts on the event page advertising your photo booth sponsorship
- Sponsorship promotion on event website

\$2,000
AVAILABLE



FOR THE MOST FUN EVENT IN
TOWN

SHUTTLE SPONSOR

- Exposure in festival advertising/promotion:
 1. Paid social media posts thanking you for your sponsorship.
(50k+ views)
 2. Logo on event flyer distributed via print, email blasts and social media
 3. Company name/logo prominently placed on shuttle signage
 4. Event website
 5. Eventbrite page- 15k views
- 10x10 VIP space at the 5k and festival to showcase your brand to attendees
- Your marketing materials in the swag bags

**\$1,500
AVAILABLE**



SPONSORSHIP OPPORTUNITIES

FOR THE MOST FUN EVENT IN
TOWN

BEER CUP SPONSOR

- Company name and logo on cups that beer drinkers will drink out of at the festival.

Exposure in festival advertising/promotion:

1. Social media post with a picture/video of your company logo on the beer cup
 2. Paid social media post with the beer cups with your logo tagging your company
 3. Promotion of beer cup sponsorship on event website
- 10x10 space at the festival to showcase your business

\$1,500

SOLD



**SPONSORSHIP
OPPORTUNITIES**

FOR THE MOST FUN EVENT IN
TOWN

STEP & REPEAT SPONSOR: SOLD/ WHATABURGER

Company name and logo on the step and repeat where runners will pose for photos! This gives your brand an opportunity to be a part of the experience that people will have at the event! Your logo and brand will also be shared with thousands of people via social media through the pictures posts by attendees and the festival.

- 10 x10 prime space at the festival and the 5k to showcase your brand to attendees in a prime location
 - On stage mention of your sponsorship, website and other custom message
 - Promotion of sponsorship on 5k registration site (50k plus views)
 - Your company marketing materials in the 5k swag bags

\$1,500

SOLD



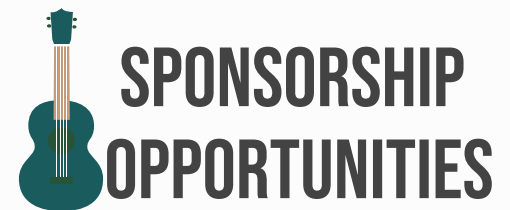
**SPONSORSHIP
OPPORTUNITIES**

FOR THE MOST FUN EVENT IN
TOWN

WRISTBAND SPONSOR- ZIN ZEN WINE BISTRO

- Company logo and website on all wristbands that alcohol drinkers will wear throughout the festival!
 - Exposure in festival advertising/promotion:
 1. Social media post with a picture/video of your company logo on the wristbands
 2. Promotion of sponsorship through event updates and check-in instructions leading up to the festival (3,000+ engaged viewers)
 3. Event website
- 10 x10 prime space at the 5k and festival to showcase your brand to attendees
- Your marketing materials in the 5k swag bags

\$1,500
AVAILABLE



FOR THE MOST FUN EVENT IN
TOWN

PARTY BUS SPONSOR

- Opportunity to brand *and host* the McKinney Wine & Music Fest Party Bus! The bus will pick up and drop off residents throughout the day! You can get as involved as you like. This is a great way to really connect with McKinney residents and to increase your brand awareness!
 - Exposure in festival advertising/promotion:
 1. Paid social media posts thanking you for your sponsorship and promoting the party bus.
 2. Logo or company name on event flyer distributed via print, email blasts and social media
 3. event website
- 10x10 space at the 5k and festival to showcase your brand to attendees
- Your marketing materials in the swag bags

**\$1,200 OR
RESTAURANT Trade
AVAILABLE**



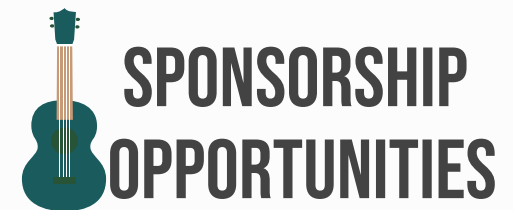
**SPONSORSHIP
OPPORTUNITIES**

FOR THE MOST FUN EVENT IN
TOWN

VIP KICK-OFF PARTY SPONSOR

- Host for the VIP Kick off Party that will host 25-35 of the Festival sponsors the week leading up to the festival.
 - Exposure in festival advertising/promotion:
 1. Social media event posts with a pictures/video thanking you for your partnership and checking in to your venue.
 2. Paid social media post checking in to your location and thanking you for the sponsorship along with event photos three days before the festival and in a recap post after the event.
 - 10 x10 prime space at the 5k and festival to showcase your brand to attendees
 - Blog post about your partnership in a McKinney blog
 - Your marketing materials in the swag bags
 - The opportunity to network and host McKinney business owners

**\$1,000
AVAILABLE**



FOR THE MOST FUN EVENT IN
TOWN

SWAG BAG SPONSOR

- Company name and logo on **500** event swag bags
 - Exposure in festival advertising/promotion:
 1. Social media post with a picture/video of your company logo on the swag bag
- Company name and logo on all event swag bags
- 10 x10 prime space at the 5k and festival to showcase your brand to attendees
- Your marketing materials in the swag bags

**\$500
AVAILABLE**



SPONSORSHIP OPPORTUNITIES

FOR THE MOST FUN EVENT IN
TOWN

T-SHIRT SPONSOR (7 AVAILABLE)

- Exposure in festival advertising/promotion:
 1. Paid Social media post with a picture/video of your company logo on the T-Shirts
- Company logo on T-shirts that will be sold to attendees
- 10x10 business space at the 5k and festival to showcase your brand to attendees

IN KIND
\$2,000 VALUE
AVAILABLE



FOR THE MOST FUN EVENT IN
TOWN

MEDIA SPONSOR

- Exposure in festival advertising/promotion:
 1. Social media event pages
 2. Logo on event flyer
 3. Paid social media post
 4. Event website
- Company name and logo on signage at the music stage
- Space to set up a 10x10 tent to promote your company to festival goers
- Opportunity to make an announcement about your company on stage
- Onstage mention of your sponsorship and website throughout the festival