

DENVER INTERNATIONAL WINE FESTIVAL

SPONSOR KIT • 2017



DENVER INTERNATIONAL WINE FESTIVAL

SPONSOR PACKAGES • 2017

Denver International Wine Festival
Sponsor Packages 2017
November 1-3, 2017
Denver Marriott Westminster

Wine Country Network and 13th Annual Denver International Wine Festival cordially invites you to promote your brand to our highly affluent audience of more than 2,400 wine & food aficionados and members of the trade.

Online exposure during the year will also exceed 1,500,000 impressions. Social media followers exceed 15,000 and growing. Sponsorship benefits include front row access to one of the nations hottest wine & food markets!

Sponsors may enjoy almost a full year of brand exposure before and after the actual events. The Denver International Wine Festival is the premier international wine, culinary and travel festival in the Rockies! The festival is held annually in early November. Deliberately after the US wine harvest and right before the holiday wine-buying season.

Our 2017 venue is the luxurious, two year young Denver Marriott Westminster, which is conveniently, located off Highway 36 on 104th Ave. This venue is just ten miles north of Downtown Denver.

2017 Charity Of Choice: There With Care.

There With Care's mission is to provide a wide range of thoughtful and fundamental services to children and families during the critical phase of a medical crisis. Website: www.Therewithcare.org



2017 Denver International Wine Festival
For custom or prepackaged opportunities please call 303 664-5700

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KUDOS & TESTIMONIALS!



"The Best Wine Festivals Across America"!

- Food & Wine Magazine 2017 List

One of The Top Ten Can't Miss Fall Wine Festivals in The US.

- Fodor's

Wine Fest for the Rest "True, the Food & Wine Classic in Aspen is considered the Rockies' culinary red carpet for enophiles looking to sip and sup with star chefs— but the price of admission is as steep as Aspen Mountain. The rest of us palate pleasure seekers prefer the wallet-friendly Denver International Wine Festival"

- Sunset Magazine



Insiders Guide To The Denver International Wine Festival -2009 "It will be nearly impossible to experience everything"

- 5280 Magazine

"Wine lovers of the world unite at this much anticipated wine tasting event. Wine enthusiasts and newbie winos alike will discover new favorites as they indulge in wines from around the world. Also enjoy food pairings, and a closing celebration. This is the GABF for wine lovers".

- 5280 Magazine



"The Denver International Wine Festival strives to elevate the wine experience of patrons. Even though the festival caters to working professionals, the featured wines are affordable for college students, with many of the award winning wines priced well under \$50".

- The CU Independent

"Yes, we were quite pleased with the event. Thank you so much for all of your hard work - it was well organized and very well done."

- Loire Valley Wine Bureau

"My wife and I very much enjoyed the event this year! Thank you for putting this on each year!"

- Sterling West, MD

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DENVER INTERNATIONAL WINE FESTIVAL MARKET DATA & DEMOGRAPHICS

Our festival attendees are affluent and active!



Denver is the **Second Fastest** Growing City in The US



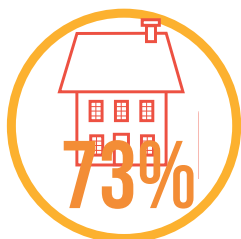
Denver has the **Lowest** Unemployment Rate in The US



DIWF Attendees Average Income = **\$110,000**



Of DIWF Attendees earn **\$150,000 plus!**



73% of our festival attendees **Own A Home**



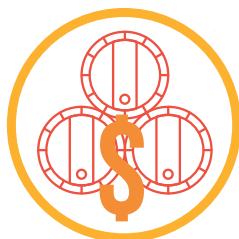
55% Of our festival attendees are **Female!**



61% Plan to visit **Napa or Sonoma** on their next vacation



34% Plan to visit **Europe** on their next vacation



Wine Sales in Colorado exceeded **7 million** cases in 2016



Colorado is home to **12 Master Sommeliers**



2016 DIWF Festival Attendees purchased **260 room nights**

PRESENT + PAST PARTNERS

- Mercedes Benz
- Lufthansa
- Pueblo Bonito Resorts
- Mexico Tourism Board
- Norwegian Cruise Lines
- Oceana
- Stella Artois
- Cayman Islands Tourism
- BMW
- Hyatt Tamaya
- Coldwell Banker Commercial Alliance
- Wisconsin Milk Marketing Board
- Red Bird Chicken
- Black Box Wines
- Loire Valley Wine Bureau
- Hanson McLean
- The Broadmoor
- The Big Green Egg

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YOU'RE INVITED!

We invite your company to become a sponsor of the 13th Annual Denver International Wine Festival!

SPONSORS BENEFITS

We offer premade sponsor packages and customized sponsorships for every budget!

Includes a full year of online exposure and branding with our affluent audience online and on the two main event days (Thursday Nov 2 and Friday Nov 3, 2017).

- Full year of online exposure with links to your website at DENVERWINEFEST.COM
- Prominent sponsor logo in printed flyers (25,000) and in weekly emails.
- Prominent logo placement in digital signage at the festival
- Literature insertion in VIP Gift Bags (300 pcs)
- Full page color ad in Wine Country International Magazine Digital Edition
- Exhibit Table or Booth in prominent location
- Social Media "shout outs" on Facebook and Twitter (To 50,000 combined followers)



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PREMIUM LEVEL EXCLUSIVE SPONSORSHIP CATEGORIES

Title Sponsor	\$75,000
Presenting Sponsor	\$50,000
Financial Institution	\$30,000
Official Airline	\$25,000
Official Luxury Automobile	\$15,000
Official Casino Sponsor	\$15,000
Official Food Service Sponsor	\$10,000
Official Featured Wine Region	\$10,000
VIP Lounge Pairsine 11/02	\$ 7,500
VIP Lounge Grand Tasting 11/03	\$ 7,500
Official Press Party Sponsor	\$5,000
Official Wine Glass Sponsor	\$6,000
Official Food Tray Sponsor	\$2,000
Official Gift Bag	\$2,500
Official Event Tasting Booklet	\$2,500
VIP Wrist Bands	\$1,000
GA Wrist Bands	\$1,000

All of the above sponsorship opportunities include advertising, radio announcements & prominent logo placement in all print and promotional materials. A detailed list of benefits is available upon request.



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THE PREMIER CRU PACKAGE

SPONSOR COST \$10,000.00

	Value
• Exhibit Booth 10x10 (2 Main DIWF Events)	\$1,950.00
• Prominent logo placement (Online, Print & Digital Signs)	\$2,500.00
• Literature/promotion insert in all gift bags	\$1,500.00
• 2 HTML E-Blasts to DIWF News members	\$2,000.00
• 2 Full Page Ads in Wine Country International Magazine Digital Edition	\$5,000.00
• 10 Pairsine VIP Tickets (11/02)	\$1,750.00
• 10 Pairsine General Admission Tickets (11/02)	\$1,200.00
• 10 Grand Tasting VIP Tickets (11/03)	\$1,750.00
• 10 Grand Tasting General Admission Ticket (11/03)	\$950.00

VALUE MORE THAN \$18,600.00



THE GRAND CRU PACKAGE

SPONSOR COST \$7,500.00

	Value
• Exhibit Table 6 Ft (2 Main DIWF Even)	\$1,000.00
• Prominent logo placement (Online, Print & Digital Signs)	\$2,500.00
• Literature/promotion insert in all gift bags	\$1,500.00
• 2 HTML E-Blasts to DIWF News members	\$2,000.00
• 1 Full Page Ad in Wine Country International Magazine Digital Edition	\$5,000.00
• 10 Pairsine General Admission Tickets (11/02)	\$1,200.00
• 10 Grand Tasting VIP Tickets (11/03)	\$1,750.00
• 10 Grand Tasting General Admission Ticket (11/03)	\$950.00

VALUE MORE THAN \$13,400.00

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THE MERITAGE PACKAGE

SPONSOR COST \$5,000.00

	Value
• Exhibit Table 6 Ft (2 Main DIWF Events)	\$1,000.00
• Prominent logo placement (Online, Print & Digital Signs)	\$2,500.00
• Literature/promotion insert in all gift bags	\$1,500.00
• 1 HTML E-Blasts to DIWF News members	\$2,000.00
• 2 Full Page Ads in Wine Country International Magazine Digital Edition	\$5,000.00
• 10 Pairsine General Admission Tickets (11/02/17)	\$1,200.00
• 10 Grand Tasting General Admission Ticket (11/03)	\$950.00

VALUE MORE THAN \$10,600.00



THE JEROBAUM PACKAGE

SPONSOR COST \$3,500.00

	Value
• Exhibit Table 6 Ft (Grand Tasting 11/03)	\$750.00
• Prominent logo placement (Online, Print & Digital Signs)	\$2,500.00
• Literature/promotion insert in all gift bags	\$1,500.00
• 1 HTML E-Blasts to DIWF News members	\$1,000.00
• 1 Full Page Ad in Wine Country International Magazine Digital Edition	\$2,500.00
• 6 Pairsine General Admission Tickets (11/02)	\$720.00
• 6 Grand Tasting General Admission Ticket (11/03)	\$570.00

VALUE MORE THAN \$8,000.00

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THE VINTNER PACKAGE

SPONSOR COST \$2,600.00

	Value
• Prominent logo placement (Online, Print & Digital Signs)	\$2,500.00
• Literature/promotion insert in all gift bags	\$1,500.00
• 1/2 Page Ad in Wine Country International Magazine Digital Edition	\$1,500.00
• 4 Pairsine General Admission Tickets (11/02/17)	\$480.00
• 4 Grand Tasting General Admission Ticket (11/03)	\$380.00
VALUE MORE THAN	\$6,000.00



FESTIVAL PRODUCER

Wine Country Network, Inc.
PO Box 6023
Broomfield, CO 80021
Tel. 303 664-5700

Denver International Wine Festival website:
www.denverwinefest.com
Denver International Wine Competition website:
www.denverwinecomp.com
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Festival Founders: Christopher & Darcy Davies

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