



VIRGINIA WINE EXPO

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SUPER MARKETS

2023 SPONSORSHIP DECK

FEBRUARY 25 – MARCH 5, 2023

HISTORIC MAIN STREET STATION
AND VICINITY IN RICHMOND, VIRGINIA

Virginia Wine Expo (14th Annual) Sponsorship Deck

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Benefitting Richmond
Metropolitan Habitat
for Humanity





🍇 SPONSORSHIP OPPORTUNITIES

Now in its fourteenth year, the Virginia Wine Expo attracts over 7,000 engaged and affluent wine enthusiasts from the Richmond, VA and Mid-Atlantic metropolitan areas.

The Virginia Wine Expo offers 30+ unique food and beverage events over 9 days. With the thriving local Virginia wine industry and vibrant Virginia restaurant community, these in person events focus on education and creative engagement through beverage and gourmet culinary tastings in fun and beautiful settings.

Various sponsorship opportunities are available for this exciting event and are personally tailored to meet your marketing objectives, overall footprint, deliverables, and budget. You can choose from sponsoring small educational wine pairing seminars, gourmet chef dinners, themed events such as “SMOKED!”, or the festival-wide Walk Around Grand Tastings, to just name a few.

Whether your goal is to launch a new product, increase brand awareness, grow market share, differentiate yourself from competitors, or drive sales, the Virginia Wine Expo offers a wide range of opportunities that will maximize your investment and brand engagement, both pre-event and on-site.

Contact us today to discuss a customized branding and sponsorship opportunity!

🍇 2020 RECAP & ATTENDEE DEMOGRAPHICS

- 30+ unique events focusing on educating consumers, trade, and media about outstanding Virginia wine, spirits, and cider, as well as featured international and national wines
- Spectacular venue - The main events will be held at historic Main Street Station, a revitalized, world-class train station located in downtown Richmond
- Attendance of over 7,000 active, social, wine and food savvy professionals
- 150+ wineries and distilleries participate
- 25+ local restaurants participate
- 200+ wines highlighted from Virginia
- Annual featured International and National Guest Regions – For 2023, an emphasis on wines from our Guest Regions of Napa Valley and Argentina
- Charity event –We have raised over 120K for our charity partners over the last 14 years
- A six-month marketing campaign creating more than 8.4 million targeted impressions via all advertising mediums available (primarily digital). Marketing efforts are focused on Central Virginia and includes limited exposure to Northern Virginia, Hampton Roads, Virginia, and the Washington, D.C. area
- Average household income of \$155,000+
- Average attendee age: 65+: 8% | 50-65: 23% | 30-50: 45% | 18-30:24%
- Gender breakdown: 56% Female | 44% Male
- 82% of attendees from Richmond area | 15% from Mid-Atlantic region sans Richmond area | 3% from outside Mid-Atlantic



14TH ANNUAL VIRGINIA WINE EXPO SPONSORSHIP BENEFITS

SPONSOR BENEFITS

SPONSOR LEVELS

	Title Sponsor (\$25,000)	Platinum (\$12,000)	Gold (\$5,000)	Silver (\$2,000)
VWE website sponsor page	•	•	•	•
Multiple targeted e-mail campaigns reaching 200,000+	•	•	•	•
Onsite signage	•	•	•	•
Included in Event Handout/Map	•	•	•	•
Exhibitor table + badges/credentials	•	•	•	•
Website Homepage Advertisement	•	•	•	
Tickets to multiple events	•	•	•	
1 newspaper	•	•	•	
3+ magazines	•	•	•	
Facebook + Instagram + Google Search	•	•	•	
Exclusive 75-day window to renew sponsorship	•	•		
Naming rights to one small event				•
Naming rights to one OR MORE small events			•	
Large event naming rights		•		
Premier Year-Round Naming Rights to VWE	•			
Glass & Wristband Option	•			
Public Radio e-Newsletter + Commercial radio ticket contests	•			
Outdoor billboard	•			
VWE website HOMEPAGE Title	•			
Local/Regional media & tourism websites	•			

VIRGINIA WINE EXPO SPONSORSHIPS

Virginia Wine Expo Title Sponsorship (\$25,000)* – 1 Available

The Title Sponsor is the premier sponsorship of the Virginia Wine Expo! Your company is positioned YEAR-ROUND as part of the event's name, and featured front and center in our successful pre-event and on-site marketing campaign

Sponsorship Benefits Include:



Pre-Event:

- Company logo on VWE website homepage masthead
- Company logo on VWE website sponsor page
- Company logo on targeted e-mail campaigns, reaching 200,000+
- Company logo or name in Facebook, Instagram & Google Search
- Company logo in digital ads on 2+ local and regional media & tourism websites
- Company logo in print ads – magazines and newspapers
- VWE website homepage logo placement



On-Site:

- Exhibitor table up to 40 x 8 booth space
- Company logo on all on-site sponsorship signage
- Company logo on wine glasses & event wristband
- Outdoor billboard advertisement
- Advertisement and/or name/brand in Event Program & Map
- Complementary tickets to multiple events

Virginia Wine Expo Platinum Sponsorship (\$12,000)* – 4 Available

A Platinum Sponsorship gives your company full Pre-Event sponsorship benefits along with opportunities to acquire exclusive naming rights to a large, signature event and customize your on-site company visibility, experience, and activation on a grandeur scale!

Sponsorship Benefits Include:



Pre-Event:

- Company logo on VWE website sponsor page
- Company logo on targeted e-mail campaigns, reaching 200,000+
- Company logo in Facebook, Instagram & Google Search
- Company logo or name in digital advertisement
- Company logo in print ads – magazines and newspapers
- VWE website homepage logo placement



On-Site:

- Exhibitor table up to 30 x 8 booth space
- Company logo on on-site sponsorship signage
- Opportunity to sponsor one of the large events such as the Walk-Around Grand Tastings, SMOKED!, POP NAPA!, and Bacchanalia
- Advertisement and/or name/brand in Event Program & Map
- Complementary tickets to multiple events



Virginia Wine Expo Gold Sponsor (\$5,000)* – 4 Available

A Gold Sponsorship gives your company full Pre-Event sponsorship benefits along with opportunities to brand your company with a prominent activation at the Walk-Around Grand Tastings and acquire exclusive naming rights to one or more of the smaller more intimate events

Sponsorship Benefits Include:



Pre-Event:

- Company logo on VWE website sponsor page
- Company logo on targeted e-mail campaigns, reaching 200,000+
- Company logo in Facebook, Instagram & Google Search
- Company logo in digital advertisement
- Company logo in print ads – magazines and newspapers
- VWE website homepage logo placement



On-Site:

- Exhibitor table up to 20 x 8 booth space
- Company logo on on-site sponsorship signage
- Opportunity to sponsor one or more of the Notable Events such as a Signature Wine Dinner, Signature Wine Lunch, or a Masterclass Seminar
- Advertisement and/or name/brand in Event Program & Map
- Complementary tickets to multiple events

Virginia Wine Expo Silver Sponsor (\$2,000) – 10 Available

A Silver Sponsorship gives your company significant Pre-Event sponsorship benefits along with an opportunity to brand your company with a prominent activation at the Walk-Around Grand Tastings and acquire exclusive naming rights to one of the smaller more intimate events

Sponsorship Benefits Include:



Pre-Event:

- Company logo on VWE website sponsor page
- Company logo on targeted e-mail campaigns, reaching 200,000+



On-Site:

- Exhibitor table up to 10 x 8 booth space
- Opportunity to sponsor one of the Small Events on the event schedule
- Logo in Event Program & Map
- Company logo on on-site sponsorship signage
- Complementary tickets to one event



VIRGINIA WINE EXPO CUSTOM & NAMING SPONSORSHIPS ADDITIONAL OPPORTUNITIES

Custom sponsorships offer your firm the flexibility to craft a sponsorship that meets your company's specific needs, budget, and marketing goals.



Additional customized sponsorship packages may include the following benefits:

- Naming rights to any component of the event such as seminars, private receptions, dinners, SMOKED!, or the Walk-Around Grand Tastings
- VWE Lanyard Sponsorship
- Attendee Bag Sponsorship or giveaway to attendees at the entrance
- Water Sponsorship
- Coffee Sponsorship
- Charging Station Sponsorship
- Event Tickets Sponsorship

