



APRIL
20-21, 2024

**SPONSOR
OPPORTUNITY**

The Event

Be part of Passport 2024: Taste at a Higher Level

22 wineries will share their innovative spirit by not only providing incredible food and wine pairings but also an experience that captures the essence of their unique story. Come up to the high country to experience wine at a higher level and create treasured memories of wine, food and fun.



Your Opportunity

12 weeks of Marketing

- Approximately 3,000 attendees, above average income
- Custom Sponsorship Packages Available
- Last Event Facebook Engagement = 17,392
- Last Event Facebook Reach = 288,830
- Last Event Impressions = 742,428



Best of Class - \$5,000

- Exclusive status as Title Sponsor
- Logo on all wine glasses
- Logo and name on all paper marketing material*
- Booth at approved winery location
- Logo and link on web assets
- Opportunity to describe business to all members in EDWA newsletter (once a quarter)
- Company promotion through social media including Facebook and Instagram
- Opportunity to market your product and services directly to wineries during our Vendor Sponsor Day, April 17th
- Exclusive discount code for your customers
- Includes 10 tickets

Double Gold - \$3,500

- Company name on wristbands worn by each attendee. Must have art by Feb 15, 2023.
- Logo and name on all paper marketing material*
- Booth at approved winery location
- Logo and link on website
- Opportunity to describe business to all members in EDWA newsletter (twice a year)
- Company promotion through social media including Facebook and Instagram
- Opportunity to market your product and services directly to wineries during our Vendor Sponsor Day, April 17th
- Exclusive discount code for your customers
- Includes 8 tickets

*Provided material is not already printed

Gold - \$2,500

- Logo and name on all paper marketing material*
- Booth at approved winery location
- Logo and link on website
- Opportunity to describe business to all members in EDWA newsletter (once a year)
- Company promotion through social media including Facebook and Instagram
- Opportunity to market your product and services directly to wineries during our Vendor Sponsor Day, April 17th
- Exclusive discount code for your customers
- Includes 6 tickets

Silver - \$1,000

- Logo and name on all paper marketing material*
- Logo and link on Passport website
- Opportunity to describe business to all members in EDWA newsletter (once a year)
- Opportunity to market your product and services directly to wineries during our Vendor Sponsor Day, April 17th
- Recognition in social media posts
- Includes 4 tickets

Bronze - \$500

- Logo and Name on all paper marketing material*
- Logo and link on Passport website
- Opportunity to market your product and services directly to wineries during our Vendor Sponsor Day, April 17th
- Includes 2 tickets

Sponsorship Matrix

	Best of Class	Double Gold	Gold	Silver	Bronze
Title Sponsor	✦				
Wine Glasses	✦				
Wristbands		✦			
Booth at Winery	✦	✦	✦		
Event Email Blasts	✦	✦	✦		
Website	✦	✦	✦	✦	✦
Booth at Vendor Sponsor Day	✦	✦	✦	✦	✦
Email Newsletter	3 Times	2 Times	1 Time	1 Time	
Social Media	✦	✦	✦	✦	
Discount Code	✦	✦	✦		
Printed Material	✦	✦	✦	✦	✦
2 Day Tickets	10	8	6	4	2

Sponsorship Application

COMPANY NAME: _____

CONTACT PERSON/TITLE: _____

ADDRESS: _____

PHONE: _____

E-MAIL: _____

AUTHORIZED SIGNATURE: _____

DATE: _____

SPONSORSHIP PACKAGE DESIRED: _____

(IF CUSTOMIZED PLEASE PROVIDE DETAILS)

Please indicate how you want your company name to appear in event materials:

AMOUNT TO BE PAID: _____

PLEASE MAKE CHECKS PAYABLE TO: El Dorado Winery Association

MAIL THIS FORM AND CHECK TO: El Dorado Winery Association

PO BOX 1614 Placerville, CA 95667

TO FIND OUT MORE PLEASE CONTACT:

Liz McCartney at 530-409-8688 OR EMAIL: info@eldoradowines.org