

APRIL  
26-27, 2025



SPONSOR  
OPPORTUNITY





# The Event

## Be part of Passport 2025: 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 2,000 attendees, above average income
- Custom Sponsorship Packages Available
- Last Event Clicks = 21,065
- Last Event Reach = 530,203
- Last Event Impressions = 1,369,843



## 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
- 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, 2025.
- 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
- Exclusive discount code for your customers
- Includes 8 tickets

## 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
- 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)
- Recognition in social media posts
- Includes 4 tickets

## Bronze - \$500

- Logo and Name on all paper marketing material\*
- Logo and link on Passport website
- Includes 2 tickets

\*Provided material is not already printed

# Sponsorship Matrix

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

# 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