

THE ULTIMATE CONSUMER CONNECTION!

SHOP.SIP.SAMPLE

BEER, WINE & SPIRITS GARDEN SPONSORSHIP & ADVERTISING OPPORTUNITIES

The Beer, Wine & Spirits Garden is a two-day tasting event featuring over 40 breweries, wineries, distilleries and cideries. This event offers a unique opportunity for companies to promote their brands and connect face-to-face with beverage enthusiasts in the Washington, DC area. On-site activations coupled with our multi-channel marketing strategy target a high profile audience providing sponsors maximum exposure and expanded promotion to all areas on the show floor. Whether your goal is to launch a new beverage product, grow brand awareness, or increase points of distribution, MetroCooking DC offers a wide range of networking opportunities to all attendees, restaurateur and purveyor participants.

Contact us today to discuss customized branding and promotional activities.

ALL SPONSORSHIPS INCLUDE:

PRE-EVENT:

- Company Logo hyperlinked on MCDC Homepage, Dedicated Sponsor Webpage and Beer, Wine & Spirits Garden Webpage
- Company Logo incorporated into MCDC media campaigns and marketing materials (print and digital)
- Social Media promotions on Facebook and Twitter (content provided by sponsor)

ON-SITE AT THE EVENT:

- Company Logo included in Official Event Directory on Sponsor Page
- Company Logo included on Entrance Tower & Welcome Sign at Main Entrance
- Company Logo included on On-site Event Signage

Beer, Wine & Spirits Garden Sponsor (Naming Rights): \$15,000

Additional Sponsorship Benefits Include:

- 20 X 20 Raw Booth Space
- One full-page, 4-color advertisement in the Official Event Directory
- Website Homepage Advertisement
- Option to provide branded item for VIP/Media Swag Bags
- Option to provide branded product for BWS attendees
- Company Logo on Banner Hanging Over Garden
- Carpet Decal at Entrance
- 8 X 10 Billboard placed on Show Floor
- 30 Beer, Wine & Spirits Garden Tickets
- Company Name on Beer, Wine and Spirits attendee tickets

Beer, Wine & Spirits Garden Lounge Sponsor (Naming Rights): \$10,000

Additional Sponsorship Benefits Include:

- Signage in the Lounge
- 10 X 10 Basic Booth on Show Floor or in BWS Garden
- One Full-page, 4-color advertisement in the Official Event Directory.
- Option to provide branded item for VIP/Media Swag Bags
- Option to provide branded product for BWS attendees
- Carpet decal with logo branding lounge area
- 20 Beer, Wine & Spirits Garden Tickets

Official Beer Sponsor: \$5,000

Additional Sponsorship Benefits Include:

- 8 X 10 Billboard placed on Show Floor
- 10 X 10 Basic Booth in the BWS Garden
- 10 Beer, Wine & Spirits Garden Tickets

Official Wine Sponsor: \$5,000

Additional Sponsorship Benefits Include:

- 8 X 10 Billboard placed on Show Floor
- 10 X 10 Basic Booth in the BWS Garden
- 10 Beer, Wine & Spirits Garden Tickets

Official Spirits Sponsor: \$5,000

Additional Sponsorship Benefits Include:

- 8 X 10 Billboard placed on Show Floor
- 10 X 10 Basic Booth in the BWS Garden
- 10 Beer, Wine & Spirits Garden Tickets



Beer, Wine & Spirits Garden Game Zone Sponsor

The game zone will include Cornhole, life size Checkers, life size Connect Four & Jenga. Be the name brand that creates a fun experience for all Beer, Wine & Spirits Garden attendees.

Additional Sponsorship Benefits Include:

- 10 X 10 Basic Booth in the BWS Garden
- Option to provide branded product for BWS attendees
- 10 Beer, Wine & Spirits Garden Tickets

Option 1: \$3,000 - Sponsor provides branded games for Garden

Option 2: \$5,000 – MetroCooking DC rents games and produces non-permanent branded decals to place on games in Garden

Beer, Wine & Spirits Garden Glassware Sponsor: \$5,000

As the glassware sponsor, your company's branded logo will be in the hands of every Beer, Wine & Spirits Garden attendee. This sponsorship offers great visibility onsite at the event and post-show when attendees go home with an empty glass in hand. *Cost of production included

Additional Sponsorship Benefits Include:

- Logo featured on glasses
- 10 X 10 Basic Booth in the BWS Garden
- 10 Beer, Wine & Spirits Garden Tickets



DJ Sponsor: \$5,000

The Beer, Wine and Spirits Garden goes above and beyond to create a fun area on the show floor to attract attendees. The DJ booth is featured in the pavilion where a live DJ will be playing music through the entirety of the event. Align your brand with this exciting area on the show floor where your company will be the highlight.

Additional Sponsorship Benefits Include:

- Logo Featured on DJ Backdrop (8 ft. X 8 ft.)
- Product placement featured on DJ booth
- 10 X 10 Basic Booth in BWS Garden
- 10 Beer, Wine & Spirits Garden Tickets

Beer, Wine & Spirits Garden Koozie Sponsor: \$3,000

As the koozie sponsor, your company's branded logo will be featured on koozies given to all Beer, Wine and Spirits Garden attendees. This sponsorship offers great visibility onsite at the event and post-show when attendees take them home with them. *Cost of production included

Additional Sponsorship Benefits Include:

- Logo featured on koozies
- Table Top in the BWS Garden
- 10 Beer, Wine & Spirits Garden Tickets

Official Show Directory & Recipe Advertising:

- Back Cover Full Page 4-color advertisement: \$2,000
- Inside Front Cover Full Page 4-color advertisement: \$2,000
- 2 Page Ad and Recipe Spread: \$1,200
- Two page center spread \$3,500
- Run of Book Positions - Full Page 4-color advertisement: \$800
- Half Page 4-color advertisement: \$500

Ticket Stub Advertisement: \$2,500

Catch attendees' attention right when they purchase tickets! This is a great opportunity to showcase your company before and leading up to the event. Your ad will be front and center on every ticket attendees print out. Ad size is 3.6W x 5.8H

Website Advertisement: \$650

Be front and center on our website homepage. Your banner ad will be in rotation throughout the site from the time you sign up through the show. Ad size is 200W x 240H

VIP Bag Insert & Branded Product: \$400

Add an insert into the VIP tote bags. Reach our targeted group of VIP attendees. We hand out a reusable shopping tote to all VIPs, so why not put something great in there to share! *Cost of production not included

To discuss participation options contact:

Arlene Davis | arlene.davis@ejkrause.com

Ryan Monaghan | ryan.monaghan@ejkrause.com