



WESTCHESTER MAGAZINE'S
WINE & FOOD
FESTIVAL
JUNE 5-10, 2018



For Sponsorship Opportunities call 914.345.0601 x138 or email sales@westchestermagazine.com.

Visit westchestermagazine.com/winefood for photos of Westchester Magazine's 2017 Wine & Food Festival and for information on 2018 events.

WESTCHESTER MAGAZINE'S
WINE & FOOD
FESTIVAL
June 5-10, 2018

WESTCHESTER MAGAZINE'S
8TH ANNUAL WINE & FOOD FESTIVAL



A FEAST FOR THE SENSES!

Join the celebration as *Westchester Magazine's* annual **Wine & Food Festival** brings together the finest gourmet food, exceptional wines, beers, spirits, burgers, and award-winning chefs for one special week in June. One of the most prestigious gourmet gatherings in the area, this feast for the senses draws thousands of enthusiastic guests from Westchester County, the Hudson Valley, New York City, Long Island, New Jersey and Connecticut. From the always sold-out **Burger & Beer Blast** featuring the area's best burgers to the iconic **Grand Tasting Village** with gourmet food from top restaurants and award-winning wines and spirits, plus the uniquely special **An Evening With Westchester's Tastemakers** celebrating the County's most noteworthy chefs and fine wines - it's an extravaganza of food and beverages that's not to be missed. As a sponsor your brand will reach a demographic that is affluent, sophisticated, and ready to experience new tastes and new trends. Position yourself alongside local, national and international businesses that have become annual sponsors.

CHARITABLE SUPPORT

Westchester Magazine's Wine & Food Festival will benefit Westchester Parks Foundation.

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Mercedes-Benz of White Plains



William Grant & Sons



Empire City Casino



NewYork-Presbyterian

AN EXPERIENCE TO REMEMBER

Westchester Magazine's **Wine & Food Festival** creates unique interactive experiences and opportunities for sponsors. A targeted multi-media promotional campaign paired with an on-site presence at our prestigious culinary events provides sponsors with multiple opportunities for broadening their brand exposure. With thousands of attendees, your name and brand are connected with an audience that is affluent, influential, and eager to participate in everything this experiential event has to offer. Take advantage of this powerful marketing environment and connect with a diverse audience from trendy partygoers to upscale power players.

Create an event presence that is sure to establish long-lasting recognition for your name and brand.

- Gain exclusive naming rights to event stages, tents and attractions
- Create brand activation areas such as lounges or pop-up spaces
- Bring your products to life with interactive customer experiences
- Engage face-to-face with potential customers
- Capture thousands of customer emails with lead generation opportunities

Sponsors will be included in a multi-faceted promotional campaign utilizing print, digital, broadcast and social media platforms. Your logo and/or company name will be included in a pre and post event publicity and advertising campaign, in the **Wine & Food Festival Guide** distributed to all attendees, as well as on-site event signage and a display presence at select events.

PAST & PRESENT SPONSORS INCLUDE:

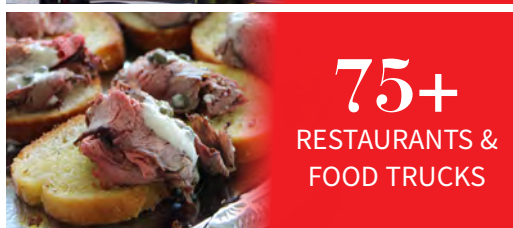
- | | |
|-------------------------------|--------------------------------------|
| Balducci's | Pamal – The Peak, WHUD, K104.7 |
| Casamigos Tequila | Paraco Gas |
| Cross County Shopping Center | Party Line Tent Rentals |
| Curto's Appliances | PepsiCo |
| DeCicco & Sons | Reidel |
| Empire City Casino | Thermador |
| Forevermark | Varmax Liquor Pantry |
| Italian Trade Agency | Verizon Fios |
| Jägermeister | The Ritz-Carlton |
| The Journal News | The Westchester |
| Leros Point to Point | Westchester County Office of Tourism |
| Manhattan Beer Distributors | Westchester Medical Center |
| Mercedes-Benz of White Plains | William Grant & Sons |
| News12 | Wine Enthusiast |
| NewYork-Presbyterian | Whole Foods Market |
| Nickelodeon | Zwilling J.A. Henckels |

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AN AUDIENCE LIKE NO OTHER

Last year's **Wine & Food Festival** was a must-attend gastronomic delight as thousands of attendees savored samples from local restaurants, enjoyed world-class wines, spirits and beers and interacted with local and national culinary celebrities.



66%
 FEMALE



34%
 MALE

AVERAGE NET WORTH:
\$2,236,000

**Based on Westchester Magazine subscriber study*

2017 MEDIA PARTNERS & AUDIENCE REACH

Westchester Magazine.....	274,000
914INC	96,800
Hudson Valley Magazine.....	163,200
Westchester Home.....	71,800
WM VIP e-blasts (per e-blast)	45,000
HVM VIP e-blasts (per e-blast).....	25,000
WestchesterMagazine.com (monthly unique visitors).....	232,700
HVmag.com (monthly unique visitors).....	123,700
News 12	495,000
The Journal News	302,075
LoHud.com (unique monthly visitors)	1,400,000
The Peak & WHUD.....	494,300
The Valley Table e-blasts (per e-blast).....	24,000
Fios 1	208,167
Greenwich Magazine.....	56,000
Stamford Magazine	56,000
Moffly Media e-blast (per e-blast)	14,000
WCBS Sunday Morning	750,000
Stacy Knows e-blast.....	7,500
Jen Danzi e-blast	10,000
Wine Enthusiast e-blast	19,007
Social Media Impressions (Facebook, Twitter, Instagram, Pinterest).....	3,500,000

TOTAL AUDIENCE REACHED **8,368,249**

WIDE GEOGRAPHIC REACH

The area's pre-eminent food and wine festival draws thousands of guests from across Westchester County, the Hudson Valley and tri-state metropolitan area, including Connecticut, Long Island, New York City and New Jersey.



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AN EVENT LINEUP BEYOND COMPARE



SALUTE! A WINE TASTING TOUR OF ITALY

Tuesday, June 5 • 6:00PM – 8:30PM
Westchester Italian Cultural Center
Tuckahoe, NY

Celebrate the flavors of Italy at a walk-around tasting of fine Italian wines and savory and sweet Italian delicacies. Guests will have the opportunity to join wine expert Kevin Zraly in the “Grande Selezione Cellar” for samplings of world-class vintages.

This event is hosted by Joe Armentano, member of the Westchester Italian Cultural Center.

Expected Attendance: **100-150**



BURGER & BEER BLAST

Thursday, June 7 • 6:00PM – 10:00PM
Kensico Dam Plaza, Valhalla, NY

Westchester's hottest block party is an annual sell-out event featuring top local chefs presenting their version of the all-American burger. Guests enjoy music, beer, wine, spirits, food trucks and the County's best burgers and vote for their choice for “top burger”. Sponsors will have the opportunity to create an experiential display presence to promote their brand and products.

Expected Attendance: **2,500+**



AN EVENING WITH WESTCHESTER'S TASTEMAKERS

Friday, June 8 • 6:00PM – 10:00PM

Westchester Magazine celebrates the top chefs in Westchester County named the 2018 Tastemakers. This unique event features signature dishes from each chef. Exceptional quality wines are selected by top Wine Masters to complement each chef's offerings. A limited number of invitation-only sponsorships will be available for this event.

Expected Attendance: **500**



GRAND TASTING VILLAGE

Saturday, June 9 • 12:00PM – 5:00PM
Kensico Dam Plaza, Valhalla, NY

The signature event of the 2018 Wine & Food Festival takes place under the tents at Kensico Dam. Guests enjoy samples from 60+ local restaurants and food trucks, 150+ wines, beers and spirits, plus exciting celebrity chef demonstrations. Sponsors will have the opportunity to create an experiential display presence to promote their brand and products.

Expected Attendance: **2,000+**



CONNOISSEURS TENT AT THE GRAND TASTING VILLAGE

Saturday, June 9 • 12:00PM – 5:00PM
Kensico Dam Plaza, Valhalla, NY

The finest wines and gourmet food are presented in the Connoisseurs Tent at the Grand Tasting Village. Guests enjoy an exclusive lounge area for sitting, sipping and savoring the event's highest quality wines and gourmet treats and Reserved Seating in the Chef Demo Tent. Limited sponsorship opportunities are available on a first-come, first-served basis.

Expected Attendance: **200**

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**GRAND TASTING VILLAGE
 PRESENTING SPONSOR**

EXCLUSIVE BY INDUSTRY



- Exclusive industry sponsorship – **Value \$15,000**
- Logo and/or name inclusion on print, television and radio advertising – **Value \$25,000**
- 1 full page, 4-color ad, premium position, in Wine & Food Festival Guide (distributed at all Wine & Food Festival events) – **Value \$7,685**
- Logo and/or name inclusion on event website, in social media posts and listing on Sponsor page with link to your company's website – **Value \$9,000**
- Logo in Wine & Food Festival Guide – **Value \$2,000**
- Logo on promotional collateral materials – **Value \$10,000**
- 10' x 10' premium display space at Grand Tasting Village for pop-up tent (tent to be provided by sponsor) with 3 tickets to work your booth – **Value \$7,255**
- 10' x 10' premium display space at Burger & Beer Blast for pop-up tent (tent to be provided by sponsor) with 3 tickets to work your booth – **Value \$3,225**
- 10 tickets to Grand Tasting Village – **Value \$850** (\$85 per ticket)
- 10 tickets to Burger & Beer Blast – **Value \$750** (\$75 per ticket)
- 2 tickets to An Evening with Westchester's Tastemakers – **Value \$300** (\$150 per ticket)
- Invitation to private Kick-off Party for sponsors and participating restaurants, date TBD

TOTAL VALUE - \$81,065

SPONSORSHIP COST - \$30,000 net

Sponsor Name

Event Contact Name

Mailing Address

City

State

Zip

Phone

Email

Website

Client Signature

Date

Account Executive Signature

Date

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GRAND TASTING VILLAGE
PLATINUM SPONSOR
NON-EXCLUSIVE BY INDUSTRY



- 1 full page, 4-color ad in Wine & Food Festival Guide (distributed at all Wine & Food Festival events) – **Value \$7,685**
- Logo and/or name inclusion on event website, in social media posts and listing on Sponsor page with link to your company's website – **Value \$9,000**
- Logo in Wine & Food Festival Guide – **Value \$2,000**
- Logo on promotional collateral materials – **Value \$10,000**
- 10' x 10' premium display space for pop-up tent (tent to be provided by sponsor) with 2 tickets to work your booth – **Value \$7,170**
- 6 tickets to Grand Tasting Village – **Value \$510** (\$85 per ticket)
- 2 tickets to An Evening with Westchester's Tastemakers – **Value \$300** (\$150 per ticket)
- Invitation to private Kick-off Party for sponsors and participating restaurants, date TBD

TOTAL VALUE - \$36,665

SPONSORSHIP COST - \$15,000 net

Sponsor Name

Event Contact Name

Mailing Address

City

State

Zip

Phone

Email

Website

Client Signature

Date

Account Executive Signature

Date

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**GRAND TASTING VILLAGE
GOLD SPONSOR**

NON-EXCLUSIVE BY INDUSTRY



- 1/2 page, 4-color ad in Wine & Food Festival Guide (distributed at all Wine & Food Festival events) – **Value \$4,735**
- Logo and/or name inclusion on event website, in social media posts and listing on Sponsor page with link to your company's website – **Value \$9,000**
- Logo in Wine & Food Festival Guide – **Value \$2,000**
- 10' x 10' display space for pop-up tent (tent to be provided by sponsor) with 2 tickets to work your booth – **Value \$6,570**
- 4 tickets to Grand Tasting Village – **Value \$340** (\$85 per ticket)
- Invitation to private Kick-off Party for sponsors and participating restaurants, date TBD

TOTAL VALUE - \$22,555

SPONSORSHIP COST - \$8,500 net

Sponsor Name

Event Contact Name

Mailing Address

City

State

Zip

Phone

Email

Website

Client Signature

Date

Account Executive Signature

Date

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WINE & FOOD
FESTIVAL
June 5-10, 2018

GRAND TASTING VILLAGE
SILVER SPONSOR

NON-EXCLUSIVE BY INDUSTRY



- One dedicated e-blast to *Westchester Magazine's* VIP list of 46,500+ opt-in subscribers – **Value \$1,550**
- Logo and/or name inclusion on event website, in social media posts and listing on Sponsor page with link to your company's website – **Value \$9,000**
- Logo in Wine & Food Festival Guide – **Value \$2,000**
- 10' x 10' display space for pop-up tent (tent to be provided by sponsor) with 2 tickets to work your booth – **Value \$6,570**
- 2 tickets to Grand Tasting Village – **Value \$170** (\$85 per ticket)
- Invitation to private Kick-off Party for sponsors and participating restaurant, date TBD

TOTAL VALUE - \$19,290

SPONSORSHIP COST - \$6,500 net

Sponsor Name

Event Contact Name

Mailing Address

City

State

Zip

Phone

Email

Website

Client Signature

Date

Account Executive Signature

Date

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WINE & FOOD
FESTIVAL
June 5-10, 2018

**GRAND TASTING VILLAGE
BRONZE SPONSOR**

NON-EXCLUSIVE BY INDUSTRY



- Logo and/or name inclusion on event website, in social media posts and listing on Sponsor page with link to your company's website – **Value \$9,000**
- Logo in Wine & Food Festival Guide – **Value \$2,000**
- 10' x 10' display space for pop-up tent (tent to be provided by sponsor) with 2 tickets to work your booth – **Value \$6,570**
- 2 tickets to Grand Tasting Village – **Value \$170** (\$85 per ticket)
- Invitation to private Kick-off Party for sponsors and participating restaurants, date TBD

TOTAL VALUE - \$17,740

SPONSORSHIP COST - \$3,500 net

Sponsor Name

Event Contact Name

Mailing Address

City

State

Zip

Phone

Email

Website

Client Signature

Date

Account Executive Signature

Date

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**BURGER & BEER BLAST
PREMIER SPONSOR**



- 1 full page, 4-color ad in Wine & Food Festival Guide (distributed at all Wine & Food Festival events) – **Value \$7,685**
- Logo and/or name inclusion on event website, in social media posts and listing on Sponsor page with link to your company's website – **Value \$9,000**
- Logo in Wine & Food Festival Guide – **Value \$2,000**
- 10' x 10' display space for pop-up tent (tent to be provided by sponsor) with 2 tickets to work your booth – **Value \$3,150**
- 6 tickets to Burger & Beer Blast – **Value \$450** (\$75 per ticket)
- Invitation to private Kick-off Party for sponsors and participating restaurants, date TBD

TOTAL VALUE - \$22,285

SPONSORSHIP COST - \$15,000 net

Sponsor Name

Event Contact Name

Mailing Address

City

State

Zip

Phone

Email

Website

Client Signature

Date

Account Executive Signature

Date

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WINE & FOOD
FESTIVAL
June 5-10, 2018

BURGER & BEER BLAST
ELITE SPONSOR



- 1/2 page, 4-color ad in Wine & Food Festival Guide (distributed at all Wine & Food Festival events) – **Value \$4,735**
- Logo and/or name inclusion on event website, in social media posts and listing on Sponsor page with link to your company's website – **Value \$9,000**
- Logo in Wine & Food Festival Guide – **Value \$2,000**
- 10' x 10' display space for pop-up tent (tent to be provided by sponsor) with 2 tickets to work your booth – **Value \$3,150**
- 6 tickets to Burger & Beer Blast – **Value \$450** (\$75 per ticket)
- Invitation to private Kick-off Party for sponsors and participating restaurants, date TBD

TOTAL VALUE - \$19,335

SPONSORSHIP COST - \$7,500 net

Sponsor Name

Event Contact Name

Mailing Address

City

State

Zip

Phone

Email

Website

Client Signature

Date

Account Executive Signature

Date

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June 5-10, 2018

BURGER & BEER BLAST
CHOICE SPONSOR



- One dedicated e-blast to *Westchester Magazine's* VIP list of 46,500+ opt-in subscribers – **Value \$1,550**
- Logo and/or name inclusion on event website, in social media posts and listing on Sponsor page with link to your company's website – **Value \$9,000**
- Logo in Wine & Food Festival Guide – **Value \$2,000**
- 10' x 10' display space for pop-up tent (tent to be provided by sponsor) with 2 tickets to work your booth – **Value \$3,150**
- 6 tickets to Burger & Beer Blast – **Value \$450** (\$75 per ticket)
- Invitation to private Kick-off Party for sponsors and participating restaurants, date TBD

TOTAL VALUE - \$16,150

SPONSORSHIP COST - \$5,500 net

Sponsor Name

Event Contact Name

Mailing Address

City

State

Zip

Phone

Email

Website

Client Signature

Date

Account Executive Signature

Date

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**BURGER & BEER BLAST
PARTNER SPONSOR**



- Logo and/or name inclusion on event website, in social media posts and listing on Sponsor page with link to your company's website – **Value \$9,000**
- Logo in Wine & Food Festival Guide (distributed at all Wine & Food Festival events) – **Value \$2,000**
- 10' x 10' display space for pop-up tent (tent to be provided by sponsor) with 2 tickets to work your booth – **Value \$3,150**
- 4 tickets to Burger & Beer Blast – **Value \$300** (\$75 per ticket)
- Invitation to private Kick-off Party for sponsors and participating restaurants, date TBD

TOTAL VALUE - \$14,450

SPONSORSHIP COST - \$3,500 net

Sponsor Name

Event Contact Name

Mailing Address

City

State

Zip

Phone

Email

Website

Client Signature

Date

Account Executive Signature

Date

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