



2016 sponsorship reservation

Sponsorship level

Yes, I / we commit to the following 2016 Capital Food & Wine Festival sponsorship level:

\$10,000 \$7,500 \$5,000 \$3,500 \$2,000 \$1000 \$500

Sponsor name and contact information

Individual or company name (as it should appear on event promotional materials and signage)

Address / City / State / Zip Code

Email / Phone

Payment

In order to confirm your level of sponsorship, full payment is required by January 15, 2016

Payment method options

Check (make checks payable to Saint Martin's Alumni Association and note "CFWF2016" in the memo line.

Please send me an invoice for payment at the company address above.

Send completed form and payment to

Saint Martin's Alumni Association
ATTN: 2016 Capital Food & Wine Festival
P.O. Box 5499
Lacey, WA 98509

NOTE: If your sponsorship level benefits include use of your company logo, send a high resolution, 300 dpi file of your logo in eps, tiff, jpg or pdf format (no other file formats are acceptable) to Aaron Jurgens at CFW@ajcreative.net

For more information

Contact Kenzie Long at kenzielong@gmail.com or visit capitalfoodandwinefestival.com



2016 marketing opportunities

Thank you for your interest in becoming a sponsor of the 2016 Capital Food & Wine Festival.

Presented by the Saint Martin's Alumni Association, the festival is managed mostly by volunteers from the Association, the University, local businesses and many members of the local community at large. The festival has become a popular annual event in the Olympia-area community, drawing attendance from around the state and Pacific Northwest region. Since the first festival in 1989, nearly 110,000 people have made their way through the through the lively venue to sample Washington State wines, talk to winemakers, sample local microbrews and tasty foods. Attendance at the 2015 festival was over 5,000. This year's festival will again feature more than 40 wineries, 140 types of wines, 20 breweries serving 40 beers on tap and food favorites from local restaurants.

The festival also is known for bringing many types of musical acts to the venue. This year musicians selected to perform will be playing much softer background music so as not to overwhelm conversation.

Proceeds from the festival support Saint Martin's University student scholarships and other local causes in the communities that the Saint Martin's Alumni Association serves. The Alumni Association is a 501(c)(3) nonprofit organization; a portion of your sponsorship fee may be tax deductible. Consult a tax professional for advice.

\$500 sponsor benefits

- Name listed on the Capital Food & Wine Festival website, which is promoted on all Festival promotional materials. In addition, 400+ volunteers must visit the website to register.
- Company name displayed on festival venue's big screen presentation (viewable by over 5000 festival patrons)
- 5 admission tickets to the Capital Food & Wine Festival



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\$1,000 sponsor benefits

- Featured on all promotional print materials
- Name listed on the Capital Food & Wine Festival website, which is promoted on all festival promotional materials. In addition, 400+ volunteers must visit the website to register
- Company name displayed on festival venue's big screen presentation (viewable by over 5000 festival patrons)
- One banner space at the festival may include but not limited to:
 - Main entertainment stage
 - Premium Wine Cellar
 - Norman Worthington Conference center stage
 - Brewery and restaurant judging testing section
 - South end of Marcus Pavilion
- 10 admission tickets to the Capital Food & Wine Festival



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\$2,000 sponsor benefits

- Featured on all print advertisements and other promotional print materials
- Name listed on Capital Food & Wine Festival website, which is promoted on all Festival promotional materials. In addition, 400+ volunteers must visit the website to register.
- Mentioned in 1/4 radio spot ads
- Company name displayed on festival venue's big screen presentation (viewable by over 5000 festival patrons)
- One prime banner space at the festival, may include but not limited to:
 - Main entertainment stage
 - Premium Wine Cellar
 - Norman Worthington Conference center stage
 - Brewery and restaurant judging testing section
 - South end of Marcus Pavilion
- 15 admission tickets to the Capital Food & Wine Festival



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\$3,500 sponsor benefits

- Featured on all promotional print materials
- Name listed on the Capital Food & Wine Festival website, which is promoted on all Festival promotional materials. In addition, 400+ volunteers must visit the website to register.
- Mentioned in 1/3 radio spot ads
- Company name displayed on festival venue's big screen presentation (viewable by over 5000 festival patrons)
- One prime banner space at the festival, may include but not limited to:
 - Main entertainment stage
 - Premium Wine Cellar
 - Norman Worthington Conference center stage
 - Brewery and restaurant judging testing section
 - South end of Marcus Pavilion
- 20 admission tickets to the Capital Food & Wine Festival



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\$5,000 sponsor benefits

- Featured on all promotional print materials
- Logo printed on all Festival scrip pieces. (approximately 200,000)
- Logo printed on all pre-sold admission tickets. (approximately 6,000+)
- Logo placed on the Capital Food & Wine Festival website, which is promoted on all Festival promotional materials. In addition, 400+ volunteers must visit the website to register.
- Mentioned in 1/2 radio spot ads
- Company logo displayed on festival venue's big screen presentation (viewable by over 5000 festival patrons)
- Two prime banner spaces at the festival, may include but not limited to:
 - Main entertainment stage
 - Premium Wine Cellar
 - Norman Worthington Conference center stage
 - Brewery and restaurant judging testing section
 - South end of Marcus Pavilion
- 25 admission tickets to the Capital Food & Wine Festival
- Booth space available upon request

NOTE: Sponsors desiring additional booth space(s) – in addition to complimentary booth space that is part of the specific marketing level sponsorship benefit package – will need to complete and submit a vendor/restaurant application that can be found on the Capital Food & Wine Festival website. Additional booths are not included as part of any marketing package.



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\$7,500 sponsor benefits

- Featured on all promotional print materials
- Logo printed on all festival scrip pieces (approximately 200,000)
- Logo printed on all presold admission tickets (approximately 6,000+)
- Clickable logo link placed on the Capital Food & Wine Festival website, which is promoted on all festival promotional materials. In addition, 400+ volunteers must visit the website to register.
- Mentioned in 3/4 radio ads
- Company logo displayed on the festival venue's big screen presentation (viewable by over 5000 festival patrons)
- Three prime banner spaces at the festival, may include but not limited to:
 - Main entertainment stage
 - Premium Wine Cellar
 - Norman Worthington Conference center stage
 - Brewery and restaurant judging testing section
 - South end of Marcus Pavilion
- 50 admission tickets to the Capital Food & Wine Festival
- Booth space available upon request

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\$10,000 sponsor benefits

- Featured as the major sponsor on all promotional print materials
- Logo printed on all festival scrip pieces (approximately 200,000)
- Logo printed on all presold admission tickets (approximately 6,000+)
- Clickable logo link placed on the Capital Food & Wine Festival website, which is promoted on all festival promotional materials. In addition, 400+ volunteers must visit the website to register.
- Mentioned in all radio ads as the major sponsor
- Mentioned in all special headliner radio ads as the major sponsor
- Company logo displayed on festival venue's big screen presentation (viewable by over 5,000 festival patrons)
- Banner displayed outside of the Norman Worthington Center during the festival
- Four prime banner spaces at the festival, which may include but is not limited to:
 - Main entertainment stage
 - Premium Wine Cellar
 - Norman Worthington Conference center stage
 - Brewery and restaurant judging testing section
 - South end of Marcus Pavilion
- 100 admission tickets to the Capital Food & Wine Festival
- Banner displayed at the volunteer appreciation event
- Corporate table and recognition at the post-festival volunteer appreciation event
- Booth space available upon request

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Find more information on the festival website at capitalfood&winefestival.com