



## 2018 sponsorship reservation - March 24th, 2018

### Sponsorship level

Yes, I / we commit to the following 2018 Capital Food & Wine Festival sponsorship level:

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

In Kind: \$ \_\_\_\_\_ . \_\_\_\_\_ Notes on Donation \_\_\_\_\_

### 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 March 1, 2018

#### Payment method options

Check (make checks payable to Saint Martin's Alumni Association and note "CFWF2018" 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: 2018 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) along with your website address to:

Aaron Jurgens at CFW@ajcreative.net

### For more information

Contact Derek Schlaht at 360-589-6214 or deschlaht@hotmail.com or visit [capitalfoodandwinefestival.com](http://capitalfoodandwinefestival.com)



## 2018 marketing opportunities

Thank you for your interest in becoming a sponsor of the 2018 Capital Food & Wine Festival.

The Festival is brought to you by the Saint Martin's Alumni Association, a 501(c)(3) nonprofit\* organization whose proceeds benefit student scholarships at Saint Martin's University.

This yearly fundraiser offers its patrons a choice of more than 100 regional wines accompanied by knowledgeable vintners, dozens of NW beers and hard ciders, and a vast array of tasty food options from local restaurants and specialty shops. Add in three stages of live music and we have a reliable crowd pleaser!

Since the Festival first began in 1989, approximately 120,000 people have participated. Every year thousands of patrons, hundreds of volunteers, dozens of local businesses and specialized vendors from all over the Pacific Northwest come together to make this event possible.

Join in the tradition of not only offering a wonderful community event, but investing in advanced education and the future of our region by becoming a recognized sponsor today. We greatly appreciate your involvement and look forward to teaming with you in this mutually-beneficial endeavor.

For questions and enrollment, please contact Derek Schlaht, at 360-589-6214 or [deschlaht@hotmail.com](mailto:deschlaht@hotmail.com).

## \$500 sponsor benefits

- Sponsor featured on all Tickets (~6,000).
- Sponsor featured on all Script (~100,000).
- Sponsor featured on Festival website, [capitalfoodandwinefestival.com](http://capitalfoodandwinefestival.com) which is also linked to the Sponsor's website. The Festival website is promoted on all related advertising, social media and print materials resulting in ~20,000 views each year.
- Sponsor featured on the Festival venue's big screen digital display via a looping side show which runs for the entire 9-hour event viewed by the 3,000-4,000 people who attend.
- One banner displayed at the Festival (provided by sponsor).
- 5 admission tickets to the Capital Food & Wine Festival

\* Consult a tax professional to find out about sponsorship tax deduction benefits.

\*\* Deadlines apply. Ask your representative for more details.



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## \$1,000 sponsor benefits

- Sponsor featured on all Tickets (~6,000).
- Sponsor featured on all Script (~100,000).
- Thank You Sponsor post featured on Festival's Facebook page exposed to ~2,000 viewers.
- Sponsor featured on Festival website, [capitalfoodandwinefestival.com](http://capitalfoodandwinefestival.com) which is also linked to the Sponsor's website. The Festival website is promoted on all related advertising, social media and print materials resulting in ~20,000 views each year.
- Sponsor featured on the Festival venue's big screen digital display via a looping side show which runs for the entire 9-hour event viewed by the 3,000-4,000 people who attend.
- One banner displayed at the Festival (provided by sponsor).
- 10 admission tickets to the Capital Food & Wine Festival

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## \$2,000 sponsor benefits

- Sponsor featured on all Tickets (~6,000).
- Sponsor featured on all Script (~100,000).
- Thank You Sponsor post featured on Festival's Facebook page exposed to ~2,000 viewers.
- Sponsor featured on Festival website, [capitalfoodandwinefestival.com](http://capitalfoodandwinefestival.com) which is also linked to the Sponsor's website. The Festival website is promoted on all related advertising, social media and print materials resulting in ~20,000 views each year.
- Sponsor featured on the Festival venue's big screen digital display via a looping side show which runs for the entire 9-hour event viewed by the 3,000-4,000 people who attend.
- Sponsor's name mentioned in 1/4 of local radio commercials reaching Thurston, Pierce, King, Kitsap, Mason, Grays Harbor and Lewis counties.
- Custom Festival posters featuring your company's logo.
- Two banners displayed at the Festival (provided by sponsor).
- 15 admission tickets to the Capital Food & Wine Festival

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## \$3,000 sponsor benefits

- Sponsor featured on all Tickets (~6,000).
- Sponsor featured on all Script (~100,000).
- Thank You Sponsor post featured on Festival's Facebook page exposed to ~2,000 viewers.
- Sponsor featured on Festival website, [capitalfoodandwinefestival.com](http://capitalfoodandwinefestival.com) which is also linked to the Sponsor's website. The Festival website is promoted on all related advertising, social media and print materials resulting in ~20,000 views each year.
- Sponsor featured on the Festival venue's big screen digital display via a looping side show which runs for the entire 9-hour event viewed by the 3,000-4,000 people who attend.
- Sponsor's name mentioned in 1/2 of local radio commercials reaching Thurston, Pierce, King, Kitsap, Mason, Grays Harbor and Lewis counties.
- Custom Festival posters featuring your company's logo.
- Two banners displayed at the Festival (provided by sponsor).
- 20 admission tickets to the Capital Food & Wine Festival

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## \$3,500 sponsor benefits

- Sponsor featured on all Tickets (~6,000).
- Sponsor featured on all Script (~100,000).
- Thank You Sponsor post featured on Festival's Facebook page exposed to ~2,000 viewers.
- Sponsor featured on Festival website, [capitalfoodandwinefestival.com](http://capitalfoodandwinefestival.com) which is also linked to the Sponsor's website. The Festival website is promoted on all related advertising, social media and print materials resulting in ~20,000 views each year.
- Sponsor featured on the Festival venue's big screen digital display via a looping side show which runs for the entire 9-hour event viewed by the 3,000-4,000 people who attend.
- Sponsor's name mentioned in 1/2 of local radio commercials reaching Thurston, Pierce, King, Kitsap, Mason, Grays Harbor and Lewis counties.
- Custom Festival posters featuring your company's logo.
- Three banners displayed at the Festival (provided by sponsor).
- 20 admission tickets to the Capital Food & Wine Festival

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## \$5,000 sponsor benefits

- Sponsor featured on all Tickets (~6,000).
- Sponsor featured on all Script (~100,000).
- Thank You Sponsor post featured on Festival's Facebook page exposed to ~2,000 viewers.
- Sponsor featured on Festival website, [capitalfoodandwinefestival.com](http://capitalfoodandwinefestival.com) which is also linked to the Sponsor's website. The Festival website is promoted on all related advertising, social media and print materials resulting in ~20,000 views each year.
- Sponsor featured on the Festival venue's big screen digital display via a looping side show which runs for the entire 9-hour event viewed by the 3,000-4,000 people who attend.
- Sponsor logo will be included in a professionally-produced 30 second video ad to appear in Lacey movie theaters typically seen by ~50,000 patrons. This video will ALSO be featured in a set of Facebook ads with added exposure to ~10,000 local viewers.
- Sponsor's name mentioned in 3/4 of local radio commercials reaching Thurston, Pierce, King, Kitsap, Mason, Grays Harbor and Lewis counties.
- Custom Festival posters featuring your company's logo.
- Three banners displayed at the Festival (provided by sponsor).
- 25 admission tickets to the Capital Food & Wine Festival
- Booth space available upon request.\*\*\*

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\*\*\*If you do want to have a booth, please complete and submit a Booth Sponsorship Application.



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## \$7,500 sponsor benefits

- Sponsor featured on all Tickets (~6,000).
- Sponsor featured on all Script (~100,000).
- Thank You Sponsor post featured on Festival's Facebook page exposed to ~2,000 viewers.
- Sponsor featured on Festival website, [capitalfoodandwinefestival.com](http://capitalfoodandwinefestival.com) which is also linked to the Sponsor's website. The Festival website is promoted on all related advertising, social media and print materials resulting in ~20,000 views each year.
- Sponsor featured on the Festival venue's big screen digital display via a looping side show which runs for the entire 9-hour event viewed by the 3,000-4,000 people who attend.
- Sponsor logo will be included in a professionally-produced 30 second video ad to appear in Lacey movie theaters typically seen by ~50,000 patrons. This video will ALSO be featured in a set of Facebook ads with added exposure to ~10,000 local viewers.
- Sponsor's name mentioned in ALL of local radio commercials reaching Thurston, Pierce, King, Kitsap, Mason, Grays Harbor and Lewis counties.
- Custom Festival posters featuring your company's logo.
- Three banners displayed at the Festival (provided by sponsor).
- 40 admission tickets to the Capital Food & Wine Festival
- Booth space available upon request.\*\*\*

\* Consult a tax professional to find out about sponsorship tax deduction benefits.

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## \$10,000 sponsor benefits

- Sponsor featured on all Tickets (~6,000).
- Sponsor featured on all Script (~100,000).
- Thank You Sponsor post featured on Festival's Facebook page exposed to ~2,000 viewers.
- HEADLINER SPONSOR acknowledged via Main Stage and overhead announcements during the Festival.
- Sponsor featured on Festival website, [capitalfoodandwinefestival.com](http://capitalfoodandwinefestival.com) which is also linked to the Sponsor's website. The Festival website is promoted on all related advertising, social media and print materials resulting in ~20,000 views each year.
- Sponsor featured on the Festival venue's big screen digital display via a looping side show which runs for the entire 9-hour event viewed by the 3,000-4,000 people who attend.
- Sponsor logo will be included FIRST IN ORDER in a professionally-produced 30 second video ad to appear in Lacey movie theaters typically seen by ~50,000 patrons. This video will ALSO be featured in a set of Facebook ads with added exposure to ~10,000 local viewers.
- Sponsor's name mentioned in FIRST and in ALL of local radio commercials reaching Thurston, Pierce, King, Kitsap, Mason, Grays Harbor and Lewis counties.
- Custom Festival posters featuring your company's logo.
- Four banners displayed at the Festival (provided by sponsor).
- 50 admission tickets to the Capital Food & Wine Festival
- Booth space available upon request.\*\*\*

\* Consult a tax professional to find out about sponsorship tax deduction benefits.

\*\* Deadlines apply. Ask your representative for more details.

\*\*\*If you do want to have a booth, please complete and submit a Booth Sponsorship Application.