

LAKE OCONEE
FOOD & WINE
FESTIVAL • 2018



SPONSOR INFORMATION

MARCH 23 - 25, 2018 | AT THE RITZ-CARLTON REYNOLDS, LAKE OCONEE

OUR MISSION

THE MISSION OF THE LAKE OCONEE FOOD & WINE FESTIVAL is to promote and celebrate fine wine and our regional Southern food. Its intention is to help stimulate the local economy by encouraging tourism for the Lake Oconee area and donating a large portion of proceeds to support local children's charities.

THANKS TO OUR SPONSORS AND ATTENDEES, FESTIVAL PROCEEDS DONATED YEARLY TO LOCAL CHARITIES HAS INCREASED 400% OVER THE PAST FIVE YEARS.

Our dedicated board and committee members work diligently to increase the year-over-year positive impact of the Festival.

By continually improving and expanding the Festival offerings, our team has helped make the Festival a strong and dependable source of support for many Lake Area community charities.



LOFW Board Member Pamela Harty presenting a check to the Putnam-Greene Ferst Foundation.



LOFW Secretary Douglass Weeks presents a check to Baldwin-Futnam Young Life

Lake Oconee Food & Wine Festival staff Present donations to Ferst Foundation and Young Life. Ferst Foundation and Young Life are two beneficiaries of the 2017 festival.

ABOUT OUR CHARITIES

Festival proceeds are used to support academic and enrichment programs at these nonprofit organizations:

BALDWIN-PUTNAM YOUNG LIFE

Young Life is an interdenominational Christian outreach ministry whose mission is to help adolescents in our community grow in their faith.

GATEWOOD SCHOOL

Gatewood is a Christian college prep school in Eatonton, GA. It provides an exceptional educational experience to prepare students for college and lifelong success.

PUTNAM-GREENE FERST FOUNDATION

The Ferst Foundation provides books to prepare preschool children in our community for reading and learning success.

THE PLAZA ARTS CENTER

The Plaza Arts Center provides after-school arts programs for Putnam County children ages four and up.

OPAS

The Oconee Performing Arts Society educational and outreach program expands performing arts education in the community and local schools.



FOR INFORMATION CONTACT:

Marie Rainey | 478.288.3846
info@oconeefoodandwine.com

WHY BECOME A SPONSOR?

JOIN THE FUN! In sponsoring the Festival, you are making a direct positive impact in the community by demonstrating support for educational youth programs in the Lake Area.

Take advantage of the Lake Oconee Food & Wine Festival to expose your brand with signage and co-branded advertising before and during the event. Reward clients and employees with tickets to some or all of the events. Take advantage of the opportunity to network with the Lake Oconee community while supporting important nonprofit organizations!

AUDIENCE DEMOGRAPHICS

THE LAKE OCONEE FOOD & WINE FESTIVAL appeals to affluent consumers of luxury lifestyle goods and services and fine wines. The event attracts visitors from across the Southeast and beyond.

FESTIVAL ATTENDEE PROFILE

- Age Range: 25 - 75 years
- Over 43% visited Lake Oconee from more than 50 miles away
- The 2017 Festival entertained visitors from more than 14 states
- 76% of attendees have an annual household income of over \$150,000
- Vacation in the U.S. and abroad 3 - 4 times each year
- Consider themselves connoisseurs of fine wine and food
- 40% of attendees have wine cellars in their homes
- Dine out two - three times a week at a fine dining establishment
- Purchase an average of two - three cases of wine per month
- Frequently cook and entertain at home

Forbes magazine listed the **GREENE COUNTY, GA LAKE OCONEE AREA AS #2 IN THE NATION** for where the wealthiest Americans are moving.



YOUR RETURN ON INVESTMENT
WILL BE SPECTACULAR!



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FESTIVAL 101

The 2017 Festival saw **RECORD BREAKING ATTENDANCE, ATTRACTING AFFLUENT FOOD AND WINE ENTHUSIASTS FROM AROUND THE COUNTRY.** Major corporations used the Festival to expand their Southern market reach including Cuscowilla, Morgan Stanley, Fiji Water, The Ritz-Carlton Reynolds, Lake Oconee, Maserati of Atlanta and Edward Jones.

1850

TICKETS PURCHASED TO
THE 2017 FESTIVAL

14

STATES REPRESENTED BY
FESTIVAL GUESTS

138

SPONSORS ATTENDED THE 2017
VINTNER DINNER

40

WINE DISTRIBUTORS AND
WINERIES PARTICIPATED

OVER
\$1MILLION

RAISED FOR NONPROFIT BENEFICIARIES OVER THE LAST EIGHT YEARS!



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FESTIVAL EVENTS

FEATURED VINTNER

SILVER OAK

Sponsors at in the Vintner Dinner will enjoy selections of Silver Oak varietals paired with a five-course dinner.



THE VINTNER DINNER:

Held exclusively for our sponsors, The Vintner Dinner features an elegant five-course meal prepared by Executive Chef Andy Litherland paired with selections from our featured vintner, Silver Oak.

THE BEER DINNER:

Sponsors can select to attend the inaugural Beer Dinner featuring craft beer selections from Sierra Nevada paired with finger-licking-good cuisine.

THE LAUNCH PARTY:

Kick off the weekend at the best lakeside party ever! Great bands, cocktails, and more.

THE BREW & QUE:

Enjoy lunch overlooking the lake while you sip an ice cold craft beer or signature cocktail. Listen to great music while enjoying amazing BBQ from the region's foremost pitmasters!

THE MARKET PLACE:

Shop-till-you-drop at The Market Place. Spend Saturday morning browsing our hand-selected vendors offering unique art, clothing, cutlery, and more.

THE GRAND TASTING:

The Grand Tasting is the centerpiece of the Festival. The evening features food tasting from local and regional chefs paired with wines from around the globe. The event includes a silent charity auction.

THE CHARITY AUCTION:

Offering an exciting array of vacations, gourmet dinners, sporting packages, and much more!

THE JAZZ BRUNCH:

Enjoy a spectacular Southern Sunday brunch with live jazz that will leave you fulfilled, smiling, and swinging.

*Looking to make a bigger splash at the Festival?
We can customize a sponsor's brand exposure
for a single event or across the entire festival!*



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MARKETING OUTLINE

The Lake Oconee Food & Wine Festival is **ACTIVELY MARKETED** throughout the Southeast. Sponsor-included publicity and promotion consists of extensive multi-media campaigns utilizing print, radio, social media and email. Sponsor-included signage, posters, postcards and fliers are distributed leading up to the Festival.

MARKETING INITIATIVES AND DISTRIBUTION QUANTITIES

SPONSOR INCLUDED MARKETING	IMPRESSIONS
Magazine advertising	10,000
Event save the date post card mailing	1,000
Event postcard mailing	1000
Restaurant check inserts	750
Festival poster	500
Festival program	2,000
Social media impressions (per sponsor)	4,000
Outdoor advertising	50,000

ADDITIONAL OPPORTUNITIES FOR BRAND EXPOSURE

- Joint promotions with The Ritz-Carlton Reynolds, Lake Oconee
- Social media outreach through Facebook, Instagram and Twitter
- Special, nationally marketed weekend hotel stay packages
- Joint marketing with a major Southeastern culinary publication (to be announced by end of 2017)

YOUR BRAND WILL BENEFIT FROM LOTS OF EXPOSURE!

50K

OUTDOOR ADVERTISING
IMPRESSIONS

14K

PRINT MEDIA
IMPRESSIONS

10K

WEBSITE VISITS DURING
THE 2017 FESTIVAL SEASON

5K

TEXT MESSAGE IMPRESSIONS
TO TICKET HOLDERS

SPONSORSHIP BENEFITS

Are you interested in reaching one of the most sought after demographic groups in the country? This is an exceptional opportunity to reach affluent food and wine connoisseurs! **BECOME A SPONSOR OF THE 2018 LAKE OCONEE FOOD & WINE FESTIVAL!**

MARKETING INCLUSION AND BENEFITS	GRAND CRU \$10,000	GRAND VIN \$7,500	RESERVE \$5,000	CLASSICO \$3,500	CUVÉE \$2,000
Ritz Accommodations (Rooms/Nights)	2/2 Specialty	2/2 Upgraded	1/2 Lake View	1/2 Resort View	
Vintner Dinner or Beer Dinner*	4 tix	4 tix	4 tix	2tix	2tix
Launch Party	4 tix	4 tix	4 tix	2tix	
Brew & Que	4 tix	4 tix			
The Grand Tasting	8 tix	4 tix	4 tix	2tix	2tix
Jazz Brunch	4 tix	2 tix			
Radio	✓				
Print	✓	✓	✓		
Event Signage	✓	✓	✓	✓	✓
Digital Media	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓
Email & Text Blasts	✓	✓	✓	✓	✓

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*Tickets for The Vintner Dinner are limited to 150. Seats will be reserved on a first-come, first-serve basis. Sponsors will have the option of attending either The Vintner Dinner or The Beer Dinner.

SPONSORSHIP DETAILS

GRAND CRU \$10,000

- Sponsor featured in promo material including print, radio, e-mail and social media
- Inclusion in event program & in event digital presentation
- On-site accommodations for 2 rooms for 2 nights
- 4 tickets to Vintner Dinner*, Launch Party, and Jazz Brunch
- 4 tickets to the Brew & Que
- 8 Grand Tasting tickets
- Mentions in Social Media and Text Blasts

GRAND VIN \$7,500

- Sponsor featured in promo material including print, e-mail and social media
- Inclusion in event program & in event digital presentation
- On-site accommodations for 2 rooms for 2 nights
- 4 tickets to Vintner Dinner*, Launch Party, Brew & Que
- 4 Grand Tasting tickets
- 2 tickets to Jazz Brunch
- Mentions in Social Media and Text Blasts

RESERVE \$5,000

- Sponsor featured in promo material including print, e-mail and social media
- Inclusion in event program & in event digital presentation
- On-site accommodations for 1 room for 2 nights
- 4 tickets to Vintner Dinner*, Launch Party & Grand Tasting
- Mentions in Social Media and Text Blasts

CLASSICO \$3,500

- Sponsor featured in promo material including event signage, digital media, e-mail, and social media
- Inclusion in event program & in event digital presentation
- On-site accommodations for 1 room for 2 nights
- 2 Tickets to Vintner Dinner*, Launch Party & Grand Tasting
- Mentions in Social Media and Text Blasts

CUVÉE \$2,000

- Company logo featured on promo material including e-mail, and social media
- Inclusion in event program & in event digital presentation
- 2 tickets to the Vintner Dinner*
- 2 Grand Tasting tickets
- Mentions in Social Media and Text Blasts

**Sponsors will have the option to participate in either The Vintner Dinner or The Beer Dinner. Vintner Dinner tickets are limited to the first 150 reservations.*



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SPONSORSHIP FORM

LAKE OCONEE FOOD & WINE FESTIVAL MARCH 23 - 25, 2018

Yes, my company would like to be a sponsor for the 2018 Lake Oconee Food and Wine Festival, an event supporting Baldwin-Putnam Young Life, The Plaza Arts Center, Gatewood School, OPAS, and Putnam-Greene Ferst Foundation.

Company Name: _____

Contact Person: _____ Title: _____

Address: _____

City/State/Zip: _____

Business Phone: _____ Email: _____

Level of Sponsorship: _____

Signature: _____ Date Signed: _____

Please Mail Sponsorship Payment to:

Lake Oconee Food & Wine Festival
2901 Reynolds Walk Trail
Suite 112
Greensboro, GA 30642

Please contact Marie Rainey for details at: 478.288.3846 | info@oconeefoodandwine.com

THANK YOU!

YOUR SUPPORT IS IMPORTANT TO US AND OUR BENEFICIARIES

Lake Oconee Food & Wine Festival is a 501(c)(3) organization. All donations are tax deductible.

EIN (Tax ID): 47-4816220

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For more details contact:

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2901 Reynolds Walk Trail, Suite 112
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CREATIVE by:
BOND
CREATIVE Group