



BG Wine Fest

Second Saturday in July

Presented by Bluegrass Vein & Mental Health Clinics



BG Winefest is the premier wine tasting event in Bowling Green. The Historic RailPark & Train Museum is the **exclusive host** location for the KY Wineries Association as they feature their most popular wines. This annual event brings an opportunity for locals to sample KY made wines from across the Commonwealth in a fun and festive atmosphere showcasing live music, local artisans, and great wines.

EVENT FACTS

- Second Saturday in July
- 500+ average attendance
- Over \$30,000 has been raised over the life of the event



Event Promotion & Awareness Opportunities: May - July

SPONSORSHIP LEVELS

PRESENTING SPONSOR

- Logo on all printed materials, including wine tote & VIP Badges
- Logo & Mention on TV Commercials/ radio
- Inclusion on ALL Social Media & Email Marketing
- 20 General Admission Tickets

\$5,000 - EVENT SPONSOR (4 Available)

- Logo on TV Commercial & select print materials
- Logo at entrance and Main Tent
- Inclusion on social media posts, email marketing, & wine tote
- In partnership with Marquee Backstage Signage at stage
- Logo on totes for first 500 attendees
- 10 General Admission Tickets

\$3,000 WINE TOTE SPONSOR (1 Available)

- Dominant Logo on totes given to first 500 attendees
- Inclusion on one social media post
- Inclusion on all email marketing
- 6 General Admission Tickets

\$2,000 SUPPORTING SPONSOR ^{5 available} ~~(8 Available)~~

- Business name and/or logo on event signage
- Inclusion on one social media post and all email marketing
- 4 General Admission Tickets

Sponsor commitment must be confirmed by **May 1st to be included in any printed promotion.*

TV MEDIA VISITS: WNKY SoKy Sunrise

RADIO MEDIA VISITS: WBVR, WUHU, The Goober, WOVO, SAM, NASH ICON

PRINT: Posters displayed in various locations in the Bowling Green Area.

EVENT SIGNAGE: Event added to all available community calendars

SOCIAL MEDIA: Facebook, Instagram, and Twitter posts

EMAIL MARKETING: Targeted email marketing campaign to 4,800+ contacts in our database