



**2<sup>nd</sup> Annual Charles County Wine & Food Festival**  
**Saturday, October 15, 2016 -10 A.M.-7 P.M.**  
**2016 Sponsorship Package**

Please allow us to present to you the 2<sup>nd</sup> Annual Charles County Wine & Food Festival (CCWAFF) at Regency Furniture Stadium, Home of the Maryland Blue Crabs, 11765 St. Linus Drive, Waldorf, Maryland 20602.

The CCWAFF delivers a day of fun and relaxation through an eclectic mix of Maryland wines, cuisine, live music, distinctive crafts, and regional artwork from local artists.

New to the festival this year will be the inaugural “Beats, Bottles & Brushes” paint and sip component, which will allow patrons to attend the festival a painting class led by local instructors, while enjoying wine.

Building upon the success of last year’s event, we hope to attract 7,000+ patrons for this year’s festival. Advertisement and promotions for the CCWAFF will reach the Washington, DC metropolitan area, as well as nearby states, including but not limited to: West Virginia, New York, New Jersey, Pennsylvania and Delaware. Ads will be implemented via, print media and social media marketing. Tickets will be sold online through our own private ticketing website as well as through Groupon and Living Social. Similar to last year, we have extended invitations to all Maryland wineries, Charles County restaurants, retailers, commercial businesses, and select exhibitors throughout the Washington, DC metropolitan area.

It is our hope that your company will see the opportunity in sponsoring this festival. We see a synergy and connection that would be of benefit to you in raising the profile of your company to our audience and to your target market.

For more detailed information about the CCWAFF, visit [www.charlescountywinefestival.com](http://www.charlescountywinefestival.com) and stay connected on social media by following us on Facebook, Twitter and Instagram @CCWAFF.

The 2<sup>nd</sup> Annual CCWAFF is sure to be a success, and we hope that you will join us!

We would be excited to have you and your employees attend our event if corporate sponsorship is not possible for your organization.

Thank you in advance for your potential support of this event. If you have any questions or concerns, please contact us at 240-776-5028 or [kwashington@aideninvestments.com](mailto:kwashington@aideninvestments.com) .

Sincerely,

Andrew A. Mohan  
Executive Director & Festival Coordinator, CCWAFF

## **Sponsorship Opportunities\***

*\*Please note: We offer flexibility in combining sponsorship options.*

### **Music Stage Sponsor (limit 2)**

#### **Contribution - \$5,000**

Description: Be a sponsor of the musical entertainment.

Sponsorship includes: Banners and/or marketing area near the music stage.

Your company logo and a link to your website, from the CCWAFF website

Two (2) VIP Passes

Six (6) General Admission Tickets

### **Ticket Wristband Sponsor (limit 1)**

#### **Contribution - \$5,000**

Description: Your company logo will be printed on the wristbands for ALL attendees.

Sponsorship includes: Banners and/or marketing area near the festival entry/exit.

Your company logo on the VIP and Regular admission wristbands.

Your company logo and a link to your website, from the CCWAFF website

Two (2) VIP Passes

Six (6) General Admission Tickets

### **Wine Demonstration Sponsor (limit 3)**

#### **Contribution - \$3,750**

Description: Sponsor the educational wine demonstrations throughout the festival.

Sponsorship includes: Banners and/or marketing area near the Wine Demo locations.

Your company logo and a link to your website, from the CCWAFF website

Two (2) VIP Passes

Two (2) General Admission Tickets

### **Designated Driver Sponsor (limit 1)**

#### **Contribution - \$3,500**

Description: Sponsor the FREE non-alcoholic booths provided for Designated Drivers.

Sponsorship includes: Banners and/or marketing area near the festival entry/exit.

Your company logo on the Designated Driver wristbands

Six (6) General Admission Tickets

### **Lanyard Sponsor (limit 2)**

#### **Contribution - \$3,500**

Description: Your company logo will be displayed around the neck of every vendor, staff member and attendee.

Sponsorship includes: Banners and/or marketing area near the festival entry/exit.

Your company logo and a link to your website, from the CCWAFF website

Six (6) General Admission Tickets

### **Stemware Sponsor (limit 2)**

#### **Contribution - \$3,500**

Description: Your company logo will be included on each tasting glass to be distributed to attendees.

Sponsorship includes: Banners and/or marketing area near the festival entry/exit.

Six (6) General Admission Tickets

**Beats, Bottles & Brushes (BBB) Sip & Paint Sponsor (limit 3)**

**Contribution - \$2,500**

Description: Patrons who participate in the BBB classes will receive a branded canvas tote with your company's logo and products inside.

Sponsorship includes: Banners and/or marketing area near the festival entry/exit.

Your company logo and a link to your website, from the CCWAFF website

Four (4) General Admission Tickets

All sponsors must provide print-ready, high resolution company logos in standard digital formats: .pdf, .jpeg, .png. Print ready, high-resolution advertisement in standard .pdf format (if part of package). Logos and artwork must be emailed to [charlescountywinefestival@gmail.com](mailto:charlescountywinefestival@gmail.com) by no later than August 1, 2016.

Please return completed registration form and fee, made payable to:

*(Acceptable forms of payment include Visa, MasterCard, PayPal or Check. \$35 fee on all returned checks.)*

**Charles County Wine & Food Festival  
c/o Aiden Investments Inc.  
PO Box 1221 Lanham, MD 20703**

**Sponsorship forms and payments must be received by no later than October 1<sup>st</sup>, 2016.**