

SPONSORSHIP LEVELS & BENEFITS	PLATINUM	GOLD	SILVER	BRONZE	PLAN YOUR VISIT ONLY
*Exclusive Titles for your business category are provided at Gold & Platinum Levels Only (some exclusions apply)	\$5,000	\$2,500	\$1,250	\$500	\$250
Website Promotion	AdkWineFest.com; 55K+ Unique Users				
Logo & Link on Footer of Every Web Page	YES	X	X	X	X
Logo & Link on Sponsor Page, According to Rank	YES	YES	YES	YES	X
Plan Your Visit Pages & Map: If your business fits in our "Stay / Eat / Play / Shop / Getting Here" Categories; You get Logo, Link, Photo & Contact Info on the relevant page, ranked in order by sponsorship level	YES + "Preferred" description & multiple listings		YES + "Preferred" description for 1 listing	YES, "Recommended" rank for 1 listing	
Facebook Promotion	@AdirondackWineFestival; 17K+ Followers				
Logo & Link on Sponsors Tab of Festival Facebook Page	YES	YES	YES	YES	X
Facebook Account Tagged & Thanked as sponsor in Facebook Event description	YES	YES	YES	YES	X
Facebook Post Sponsorships (tagged as sponsor)	1 dedicated post + tagged/thanked in 3+ posts	tagged/thanked in 3+ posts	tagged/thanked in 2+ posts	tagged/thanked in 1+ posts	X
Facebook "Plan Your Visit" Posts recommending Where our attendees should stay / eat / visit whenever they're in Lake George (if applicable to your business type)	Highlighted / Tagged as PREFERRED business in posts for your category			Tagged as RECOMMENDED business in posts for your category	
Facebook Plan Your Visit Page / Map	YES	YES	YES	YES	YES
Instagram Promotion	@ADKWineFestLG; 1.5K+ Followers				
Instagram Post Sponsorships (tagged as sponsor)	1 dedicated post + tagged/thanked in 3+ posts	tagged/thanked in 3+ posts	tagged/thanked in 2+ posts	tagged/thanked in 1+ posts	X
Instagram "Plan Your Visit" Posts recommending Where our attendees should stay / eat / visit whenever they're in Lake George (if applicable to your business type)	Highlighted / Tagged as PREFERRED business in posts for your category			Tagged as RECOMMENDED business in posts for your category	
Email Newsletter Promotion	20K+ Subscribers, Emails sent Bi-Weekly+ Feb thru June				
Logo & Link in Email Newsletters	YES, in EVERY email from contract signing	Yes, in 2+ Emails per season	YES, in 1+ Emails per season	X	X
Plan your Visit focused Email Newsletters, if applicable to your business type (e.g. lodging, restaurants, shopping, attractions)	Highlighted as Preferred business in 2+ emails	Highlighted as Preferred business in 1+ emails		Mentioned / Linked as Recommended business in 2+ emails	Mentioned / Linked as Recommended business in 1+ emails
POST FEST Promotion - We can send an email to our consumers on your behalf, per your request	YES, up to 2x	YES, 1x	X	X	X
Logo on Festival Posters & Postcards	600+ Posters & 2,000+ Postcards distributed Regionally				
Posters *if agree by April 15th; Postcards if agree by March 1st	YES	X	X	X	X
Program & Tasting Guide Presence	All Sponsors receive ads in the Program & Tasting Guide that our attendees receive at check-in & use to guide them through the festival, take Xtes on products they love, etc.				
Printed Black & White Ads, Design supplied by you by May 1; 300dpi jpg file	YES, Full Page BW (8"Hx5"W)	YES, 3/4 Pg BW (6"H x 5"W)	YES, 1/2 Pg BW (4"H x 5"W)	YES, 1/4 Pg BW (2"H x 5"W)	X
Listing & Contact Info in Recommended Stay / Play / Shop / Visit pages, if applicable category	YES	YES	YES	YES	YES
Priority Placement Color Ads available to 2 Platinum Sponsors for \$500 in additional cash or trade value, First come, first serve basis	YES, for \$500	X	X	X	X
Festival Mobile App Presence	We will have an interactive Festival Event App for attendees including a diagram and vendor info, schedules, and encourage attendee interaction through gamification, socialization, etc.				
Banner Ad	YES	X	X	X	X
Notification Ad	YES	YES	X	X	X
Listing w/ contact info on Sponsor Page of App	YES	YES	YES	YES	X
Listing & Contact Info in Recommended Stay / Play / Shop / Visit page of app, if applicable category	YES	YES	YES	YES	YES
Festival Booth Space	Make the Most of your Festival Sponsorship with a physical presence AT the festival, interacting with our 7,250+ attendees! A limited amount of 10x10 Booth Spaces are available to Silver & Higher Sponsors				
*Optional, 10x10 limited spaces, first come, first serve basis. Product sales not allowed unless it aligns with festival vendor categories & licenses; games & giveaways encouraged, if you collect attendee info, you must agree to share it with Adirondack Festivals LLC	YES	YES	YES	X	X
FREE Festival Tickets	\$38 Value Per Ticket! *We recommend creating excitement on your social media by promoting a ticket giveaway.				
*Sponsors may choose to trade 2 GA Sunday Tickets for 1 Saturday GA Ticket; or 4 GA Sunday Tickets for 1 VIP Ticket; Management discretion based on ticket sales trends	10 Sunday GA Tasting or DD Tickets	8 Sunday GA Tasting or DD Tickets	6 Sunday GA Tasting or DD Tickets	4 Sunday GA Tasting or DD Tickets	2 Sunday GA Tasting or DD Tickets
Festival Sponsorship Banners	Large Sponsor Banners are displayed on the Front & Sides of the Festival Headquarters Tent				
Your Logo, Printed in Color, Sized by Sponsor Rank	YES, on Front & Side Sponsorship Banners at Fest Entrance Tent, According to Sponsor Level				X
Your Banner on Festival Fencing	A Fence surrounds the festival grounds, Sponsor Banners are Prominently Displayed on it				
Bring us your own banner by 6/20 & we'll hang it on the festival fence	YES	YES	YES	X	X
Festival Weekend Emcee Promos	We have a live Emcee all weekend long making announcements & playing tunes over loudspeakers				
Live Emcee makes loudspeaker announcements all weekend long!	Mentioned 3x+ per day	Mentioned 2x+ per day	Mentioned 1x+ per day	X	X
Provide a Coupon / Offer in VIP Coupon Booklet	A Special Coupon Booklet Promoting Local Restaurants, Shops, Attractions & Service Businesses is included in every VIP Swag Bag; 800 Printed - We want your Coupons!				
B&W ads, you design, 4"w x 2.5" H, 300dpi jpg, due by May 1; must be valid thru Oct. 31 min.	YES	YES	YES	YES	YES
Business to Business Promotion	100+ Vendors in the Food, Beverage & Crafting Sector of New York are all small business owners in need of business related products and services. Here's opportunities to market to them!				
Provide a brochure or flyer on your products or services to be placed in our Vendor Info Packets, due by May 1	YES	YES	YES	X	X
Vendor Contact Information provided upon request	YES	YES	X	X	X
POST FEST Promotion - We can send an email to our vendors on your behalf, per your request	YES, up to 2x	YES, 1x	x	X	X