



Mac & Cheese
COOKOFF



CRAFT BEVERAGE FESTIVAL SPONSORSHIPS

BigSipFest.com

OUR TRIAD
LOCAL



OurLocalRealty.com

The Big Sip Craft Beverage Festival - BigSipFest.com

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Sponsorship Request

Requested Amount: See Packages

Up to \$15,000 for Title Sponsorship

OVERVIEW

Our mission is to support local businesses such as, but not limited to, local distilleries, wineries, and breweries. We aim to utilize proposed funds to gain even more sponsorships through local businesses. Essentially, this prospective exposure/marketing would assist in generating additional revenue(s) for Downtown Winston-Salem (as well as the Piedmont area). We believe that our festival is an enormous asset to our community. The Big Sip is requesting support to make this festival even greater in the future!

DONATIONS

We donate a portion of all the revenue to numerous local charities and nonprofits that include: Christmas Cheer (assisting underprivileged children) Stepping Stone Canine Rescue, Winston-Salem Jaycees, Distillers Association of NC, NC Craft Brewers Guild, Triad Brewers Alliance, and more.

SPONSORS

Sponsors receive exposure at the event plus up to 6 months of media exposure. At the event we can offer Images on video board and LED wall in the ballpark's outfield, space for sponsors to set up displays or promotions, VIP area for sponsor's guests plus other options. Sponsorship also includes mentions in media promotions, websites, and marketing material. Additionally, most sponsorships include ads in publications like the Piedmont Local and Triad Local. Sponsors have a choice of being part of the Born in the Carolinas pages in the Triad Local New Residents and Visitors Guides, sponsored articles, or standard ads in their choice of publications.

GOALS

1. The Big Sip Festival attracts thousands of enthusiastic patrons during each event and we would love (with your assistance) to be selected for additional funding through sponsorship grants in order to grow our festival in the years to come.
2. The people who have attended The Big Sip Festival in the past have thoroughly enjoyed meeting with these local business owners and sampling various products. Without this particular type of festival, some would not have known about them. It is an all-around win for both the businesses involved and the attendees.
3. The Big Sip Festival has proven to be a great networking tool for other local business owners to familiarize themselves with one another. This, in our opinion, strengthens the local business community.
4. With this additional funding we would have the means to support further involvement from additional businesses that may not have had the opportunity to participate in the past.
5. We wish to be able to further market The Big Sip as far as advertising (further details below) to draw even more people out to enjoy all the wonderful beverages/products that North Carolina has to offer!

EVENT DETAILS

The **Big Sip Craft Beverage Festival** is held **Outside on Trade St in Winston-Salem from 1 PM to 6PM.** The festivals draw mainly the 30 – 50 year old age demographic. We are a huge draw to interest groups--people that support local restaurants and people that enjoy craft beverages: breweries, local wineries, and distilleries. The Big Sip Festival also has a philanthropic side, we donate a portion of our proceeds to a select charity during each event. This is one way in which we can give back to the very community that supports the festival.



We are currently marketing The Big Sip Craft Beverage Festival across North Carolina and into Northern South Carolina and Southern Virginia. We promote through print, billboards, and online. We publish the Piedmont Local and Triad Local publications with distribution from Elkin to Burlington (we have 700 different locations in which we have magazine placement). Digital ads run on all major online & mobile app ad platforms plus Facebook and Instagram across North Carolina and Northern South Carolina and Southern VA. Our Local mobile app (free download), email and SMS text platform to past people who have attended the festivals since 2012.

We start the social media and remarketing ads 6 months prior to the event dates. We also list the upcoming festival dates on www.BigSipFest.com, we notify people who are purchasing tickets about the upcoming festival date. Print advertising starts 4 months before the following event date. Event dates are posted on social media and media calendars up to 12 months in advance. Billboard advertisements, which are strategically placed in high traffic areas, start approximately a month before each event. Our SMS and emails are sent 4 months before each date and continue in our weekly email blasts, serving as a great reminder to prospective attendees as to when each festival will take place.



We are requesting the total sum of \$15,000 to assist in expanding the scope of our regional marketing campaign(s) to bring more people into Winston-Salem area the weekend of the event. Extra funds would be allocated to assist in the expansion of the event and bring even more breweries, wineries, distilleries, and non-alcoholic beverages by offering a night of lodging to out-of-town businesses. Again, generating revenue for area hotels and local businesses in our community.

Beverage providers traveling from out of town typically tend to stay 1 – 2 nights depending on their travel distance. Load-in the day of the festival is 9:00am – 12:00pm and many vendors tend to stay the night after the event as well. More than 15% of the ticket holders commute from South Carolina, Virginia, Raleigh/Durham, Charlotte, and other areas outside of the Piedmont Triad. Many of these people, plus local residents from across the Triad, get hotel rooms to stay at after the event to avoid driving after a beverage festival. We insist that anyone drinking at the festival avoid driving, period, after consuming any alcoholic beverages.

The **Big Sip Craft Beverage Festival started in 2012** at the Greensboro Coliseum and it took a few years to grow to over 3500 tickets sales per event. During the last 2 years we hosted the Big Sip at The Millennium Center in Downtown Winston-Salem and in that time the event has shown growth. We expect to match and exceed those numbers shortly with the momentum we have and with the help of our local sponsors.

Currently in Downtown Winston-Salem, we have reached 1500 ticket sales at the festival. We expect a larger turnout at the next date. We have a larger footprint for the festival, easier parking, and additional exposure for the festival.

Through our marketing strategies, we target the 30 – 50 year old professional demographic with disposable incomes that enjoy local restaurants or craft beverages scene. To date, more than 15% of the tickets sold in the past 3 festival dates were to people outside of the Piedmont Triad area, including sales to people from Coastal North Carolina, Western North Carolina, South Carolina, and Virginia. This provides the potential for hundreds of hotel rooms being booked in Downtown Winston-Salem area.



We appreciate any consideration and we look forward to further speaking with you regarding The Big Sip Festival!

www.BigSipFest.com



The Big Sip - Big Eat Beverage Festival Sponsorship Packages



Gold Title Sponsor: \$15,000 value

- Participate as one of the guest judges during the Festival and vote for Best of competition
- Featured in all media & promotions inc. radio & print ads, posters, and online media
- Full Page in Triad Local
- Logo on 500 tasting glasses - logo / ads on Big Screens at the event
- Opportunity to sell products (except food & beverages) or distribute information
- Exhibition space at the event
- Inclusion in mentions from the stage during the Festival
- Special signage space at the entrance of the Festival
- Tile ad and link on the Festival landing page
- Up to 8 exhibitor credentials for staff to work the event

<p align="center">Custom Sponsorships available Call to talk about details...</p>	<p align="center">Beverage vendors:</p> <ul style="list-style-type: none"> Advertising w/ Triad Local & OurLocalSearch.com <ul style="list-style-type: none"> Exhibition space at the event Tile ad and link on the Festival landing page Up to 4 exhibitor credentials for staff to work the event
<p align="center">Silver Sponsor: \$4,500</p> <ul style="list-style-type: none"> Triad Local (Local Business Guide)& OurLocalSearch.com <ul style="list-style-type: none"> Opportunity to sell products or distribute information (except food & beverages) <ul style="list-style-type: none"> Double size Exhibition space at the event Tile ad and link on the Festival landing page Up to 4 exhibitor credentials for staff to work the event 	<p align="center">Stage Door Room - Sponsor: \$2,500 - \$3,500</p> <ul style="list-style-type: none"> Triad Local (Local Business Guide)& OurLocalSearch.com <ul style="list-style-type: none"> Opportunity to sell products or distribute information (except food & beverages) <ul style="list-style-type: none"> Exhibition space at the event Inclusion in mentions from the stage during the Festival <ul style="list-style-type: none"> Special signage space at the event <ul style="list-style-type: none"> Tile ad and link on the Festival landing page Up to 4 exhibitor credentials for staff to work the event
<p align="center">Bronze Sponsor: \$1500</p> <ul style="list-style-type: none"> Triad Local (Local Business Guide)& OurLocalSearch.com <ul style="list-style-type: none"> Opportunity to sell products or distribute information (except food & beverages) <ul style="list-style-type: none"> Exhibition space at the event Tile ad and link on the Festival landing page Up to 4 exhibitor credentials for staff to work the event 	<p align="center">Tasting Glass Sponsor</p> <p align="center">Your business logo on tasting glasses.</p> <p align="center">\$900 net per glasses purchased (your logo must be received 2 months before event)</p>
<p align="center">Vendor: \$450</p> <p>We offer a specials discount for local NC artisans who wish to showcase their homemade products</p> <ul style="list-style-type: none"> Opportunity to sell products or distribute information (except food & beverages) Exhibition space at the event (Bring own table and tent) <ul style="list-style-type: none"> Tile ad and link on the Festival landing page Up to 4 exhibitor credentials for staff to work the event 	<p align="center">Food / Cook Off: \$400 Refundable Deposit Restaurants receive local advertising</p> <p>Optional - Create a featured cocktails using ingredients from a NC Distillery</p> <p>The Cocktail will be served at the distillery's booth</p> <ul style="list-style-type: none"> Opportunity to distribute your information Tile ad and link on the Festival landing page <ul style="list-style-type: none"> Up to 4 ticket for staff for the event

Local Craft Beverages: Exhibitors must plan on an event with up to 3000 - 4000 attendees.

Sponsor may choose to make an in-kind, tax deductible donation of comparable value to the fee to our participating non-profit 501c(6), Distillers Association of NC. Please contact us to discuss this option.

Sponsor tables may begin table set up the morning of the event; all materials must be removed same day.