



February 25, 2012

Dear Fellow Hokie:

On behalf of your local chapter of the Virginia Tech Alumni Association, I would like to invite and encourage your company to participate as an official corporate sponsor of our 7th annual, award-winning *Central Virginia Wine Festival* scheduled for Saturday, May 12, 2012 at Innsbrook's SnagAJob Pavilion located in Henrico County. There will be 15 wineries from around Virginia, live music, food and beverage concessions, and specialty-item vendors. This event is open to the public and advertised across the entire Richmond region by our media sponsors. The *Central Virginia Wine Festival* will also be directly marketed to approximately 80,000 people including wine connoisseurs, spring festival enthusiasts, community supporters, Richmond area Virginia Tech families, and Virginia Tech alumni across the state. Your company will receive generous exposure as a sponsor of our event while enjoying the additional amenities included with your choice of sponsorship level. Proceeds from the *Central Virginia Wine Festival* will benefit financial need-based academic scholarships and the endowment fund for Richmond area Virginia Tech students. Your company's valuable donation would be used to defray the costs incurred by your Virginia Tech alumni chapter to organize and host this year's event.

Our event's sponsorship options are available on a first come, first served basis. To secure your company's sponsorship level, please complete and return the attached Sponsorship Reply Form as soon as you're able but before March 15, 2012 with a check made payable to "Richmond Chapter – VTAA." Payment options can be made if necessary. If you have any questions or would like to discuss other ways your company can participate as a corporate sponsor, please feel free to contact me at president@richmondhokies.org or (804)454-4654. Your company's support of this event and your Virginia Tech alumni chapter would be immensely appreciated. Remember: Ut Prosim!

Very sincerely,

Clota Gerhardt

Class of 1969

Alumni Chapter President

Virginia Tech Alumni Association - Richmond Chapter
P. O. Box 25066 • Richmond, VA 23260-5066 • (804)454-4654
president@richmondhokies.org • www.richmondhokies.org



Central Virginia WINE FESTIVAL

PAST CORPORATE SPONSORS





Central Virginia **MEDIA SPONSORS**

WINE FESTIVAL



Richmond Times-Dispatch
TimesDispatch.com

Richmond
magazine



rva
news



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Central Virginia WINE FESTIVAL

EVENT PROMOTIONS

Print Press Coverage

Newspaper Ads

Central Virginia WINE FESTIVAL
 WWW.CENTRALVAWINEFESTIVAL.COM 804-723-WINE

Saturday, June 18, Noon – 6 p.m.
 snagajob.com Pavilion at Innsbrook

Tasting Tickets:
 \$20 in advance
 \$25 at the gate

PARTICIPATING VINEYARDS:

| | |
|-------------------------|-----------------------|
| Grayhaven Winery | James River Cellars |
| Lake Anna Winery | Mattaponi Winery |
| Annefield Vineyards | Philip Carter Winery |
| Bella Mount Vineyards | Mandolin Wine |
| Byrd Cellars | Rebec Vineyards |
| Horton Vineyards | Sans Soucy Vineyards |
| Hunting Creek Vineyards | Soude Creek Vineyards |

Press Pass Coupon
 Use this Press Pass coupon to receive \$5 off tasting tickets at the gate

Central Virginia WINE FESTIVAL
 Saturday, June 18
 Noon – 6 p.m.
 Snagajob.com Pavilion at Innsbrook
 CentralVirginiaWineFestival.com

Richmond Times-Dispatch

Magazine Ads

June 18, 2011
 12 p.m. to 6 p.m. Rain or Shine!
 snagajob.com
 Pavilion at Innsbrook
 4901 Lake Brook Drive, Glen Allen, VA

Central Virginia WINE FESTIVAL
 WWW.CENTRALVAWINEFESTIVAL.COM (804) 723-WINE

PARTICIPATING VINEYARDS:

| | | | | |
|---------------------|-----------------------|-------------------------|----------------------|-----------------------|
| Grayhaven Winery | Bella Mount Vineyards | Horton Vineyards | Mattaponi Winery | Rebec Vineyards |
| Lake Anna Winery | Byrd Cellars | Hunting Creek Vineyards | Philip Carter Winery | Sans Soucy Vineyards |
| Annefield Vineyards | | James River Cellars | Mandolin Vineyards | Soude Creek Vineyards |

Advance Tickets: \$20 for those 21 and older (includes free tastings from all wineries and 1 wine glass)
Gate Admission: \$25 for wine tastings; \$10 for those 21 and older; free for those under 21
 Tickets are non-refundable — no exceptions. Personal bag check and ID tags permitted. No cash or checks. Specialty items, food and other will also be available for purchase.

Event Fliers

Central Virginia WINE FESTIVAL
 WWW.CENTRALVAWINEFESTIVAL.COM 804-723-WINE

June 18, 2011
 12 p.m. to 6 p.m. Rain or Shine!
 snagajob.com Pavilion at Innsbrook
 4901 Lake Brook Drive, Glen Allen, VA

FEATURING: *Ray Wylie and the Outcasts*, *THE PATRIOT*

PARTICIPATING VINEYARDS:

| | | | | |
|---------------------|-----------------------|-------------------------|----------------------|-----------------------|
| Grayhaven Winery | Bella Mount Vineyards | James River Cellars | Mattaponi Winery | Rebec Vineyards |
| Lake Anna Winery | Byrd Cellars | Horton Vineyards | Philip Carter Winery | Sans Soucy Vineyards |
| Annefield Vineyards | | Hunting Creek Vineyards | Mandolin Vineyards | Soude Creek Vineyards |

Event Day Program

Welcome to the 6th annual

Central Virginia WINE FESTIVAL
 www.CentralVirginiaWineFestival.com

snagajob.com pavilion
 June 18, 2011

Richmond Times-Dispatch

TimesDispatch.com

REACH

Richmond's Savings Magazine

Richmond magazine



Central Virginia **EVENT PROMOTIONS** WINE FESTIVAL Television Coverage (30 second commercial)





Central Virginia **EVENT PROMOTIONS** WINE FESTIVAL Social Media



www.facebook.com/centralvawinefestival



www.twitter.com/CVWF





Central Virginia **EVENT PROMOTIONS** WINE FESTIVAL Websites

www.centralvirginiawinefestival.com

The screenshot shows the homepage of the Central Virginia Wine Festival website. At the top, there is a navigation menu with links for Home, Tickets, Wineries, Sponsors, Events/Info, Contact, and About. Below the menu is a large photograph of people at a wine festival. A text box below the photo provides details about the festival's date and location, along with a 'TICKET INFO' button. Further down, there are three columns: 'Wineries' with an image of wine bottles, 'Sponsors' with an image of a vineyard, and 'Vendors' with an image of a fork and knife. At the bottom, there is a footer with sections for Archives, Testimonials, Sitemap, and Partners.

www.richmondhokies.org/winefestival

The screenshot shows the wine festival page on the Richmond Hokies website. The page features the Central Virginia Wine Festival logo and a 'snagajob.com' logo. There are social media icons for Facebook and Twitter. A list of sponsors is displayed, including Marriott Richmond West, Virginia's Land, and Lowes. Below the sponsors, there is a section for 'Your BENEFITS PARTNER' with the tagline 'Taking care of your family while you take care of business'. The right side of the page has a sidebar with sections for 'Wine Festival', 'Join Our Email List', 'Monthly News', and 'Calendar of Events'.

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president@richmondhokies.org • www.richmondhokies.org



Central Virginia

WINE FESTIVAL

ATTENDANCE GOAL: 5000





Central Virginia **SPONSORSHIP OPTIONS**

WINE FESTIVAL

- Available on a first come, first served basis.
- Commitment deadline is March 15, 2012.
- Payment options can be made if necessary.

Presenting Sponsor: \$6,000 (Number available: 1. Package valued at \$13850.)

1. Event branding (e.g. the *Central Virginia Wine Festival sponsored by "Your Company's Name"*).
2. Your company logo/name prominently displayed with our official event logo on 3000 festival wine glasses.
3. Your company logo/name featured in television, radio, online, and print ads; and on the event's fliers, posters, and tickets.
4. Your company name featured on a special event mailer that will reach approximately 14,000 Virginia Tech alumni.
5. Space provided for a company-supplied banner to be displayed at the admissions gate and verbal recognition at the event.
6. Your company logo/name prominently featured as *Presenting Sponsor* on the cover of the full-color event day program.
7. Your company logo/name prominently featured as *Presenting Sponsor* on the VIP Area table tent inserts.
8. Your company logo featured on 2 event information websites.
9. Your company logo/name listed in every e-mail promoting the event that will reach approximately 70,000 people.
10. Complimentary 10X10 showcase space at the event (Tents and other amenities are not provided.).
11. Company sponsorship recognition at all Virginia Tech alumni chapter functions for 1 year.
12. 50 complimentary premium VIP admission tickets (includes wine tastings and admission to exclusive VIP area).

Entertainment Sponsor: \$2,000 (Number available: 1. Package valued at \$4250.)

1. Your company logo featured in print ads; and on the event's fliers, posters, and tickets.
2. Space provided for a company-supplied banner to be displayed on the sound stage at the event.
3. Your company logo/name listed as *Entertainment Sponsor* in the full-color event day program and on the VIP Area table tent inserts.
4. Your company logo featured on 2 event information websites.
5. Complimentary 10X10 showcase space at the event (Tents and other amenities are not provided.).
6. 30 complimentary premium VIP admission tickets (includes wine tastings and admission to exclusive VIP area).

VIP Area Sponsor: \$1,500 (Number available: 1. Package valued at \$3125.)

1. Co-branding of the exclusive VIP area in collaboration with the food & beverage caterer.
2. Your company logo featured in print ads; and on the event's fliers, posters, and VIP admission tickets.
3. Your company logo/name listed as *VIP Area Sponsor* in the full-color event day program and on the VIP Area table tent inserts.
4. Your company logo featured on 2 event information websites.
5. Complimentary 10X10 showcase space at the event (Tents and other amenities are not provided.).
6. 20 complimentary premium VIP admission tickets (includes wine tastings and admission to exclusive VIP area).

Festival Friend: \$500 (Number available: 12. Package valued at \$1100.)

1. Your company logo/name featured in print ads; and on the event's fliers and posters.
2. Your company name listed as a *Festival Friend* in the full-color event day program.
3. Your company logo featured on 2 event information websites.
4. Showcase space at the event for an additional fee (Please see reply form for rates. No amenities provided.).
5. 10 complimentary wine tasting admission tickets.

Winery Tent Sponsor: \$250 (Number available: 5. Package valued at \$600.)

1. Your company logo/name displayed on 1 winery tent each year for a 5 year period as a Winery Tent Sponsor.
2. Your company logo/name featured on 2 event information websites for a 5 year period as a Winery Tent Sponsor.
3. Showcase space at the event for an additional fee (Please see reply form for rates. No amenities provided.).
4. 2 complimentary wine tasting admission tickets each year for 5 years.



Central Virginia **SPONSORSHIP** WINE FESTIVAL **REPLY FORM**

PLEASE SELECT YOUR LEVEL OF CHOICE

- | | |
|--|--|
| <input type="checkbox"/> \$6,000 - Presenting Sponsor | <input type="checkbox"/> Please reserve us a complimentary 10X10 corporate showcase space. |
| <input type="checkbox"/> \$2,000 - Entertainment Sponsor | <input type="checkbox"/> Please reserve us a complimentary 10X10 corporate showcase space. |
| <input type="checkbox"/> \$500 - Festival Friend | <input type="checkbox"/> Please reserve us a 10X10 corporate showcase space for an additional \$100. |
| <input type="checkbox"/> \$250 - Winery Tent Sponsor | <input type="checkbox"/> Please reserve us a 10X10 corporate showcase space for an additional \$100. |

Contact Information:

| | |
|---|--|
| <p>Company: _____</p> <p>Contact Name: _____</p> <p>Address: _____ _____</p> <p>Phone: _____</p> <p>E-mail: _____</p> <p>Website: _____</p> | <p>Please mail this form by March 15, 2012 with your payment to: Wine Festival Planning Committee c/o Richmond Chapter - VTAA P. O. Box 25066 Richmond, VA 23260-5066 MAKE CHECKS PAYABLE TO: RICHMOND CHAPTER – VTAA</p> <p><input type="checkbox"/> We are interested in payment options. Please contact us to discuss arrangements.</p> <p>PLEASE E-MAIL YOUR COMPANY LOGO IN BOTH JPG AND EPS VECTOR FORMAT TO SPONSORSHIPS@CENTRALVIRGINIAWINEFESTIVAL.COM BY MARCH 15, 2012</p> |
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