



2023 Sponsorship Engagement Information

Event Date: Saturday, June 17, 2023 (12pm-6pm)

The **Montclair Village Association (MVA)** is excited to announce the return of the **Montclair Beer, Wine & Music Festival (MBWMF)**, a beloved outdoor celebration expected to attract over 3,500 attendees with an East Bay marketing reach of 500,000+. Are you ready to showcase your business and become a Festival Sponsor?



\$8,000 Presenting Sponsor

- Event title inclusion: "YOUR BRAND presents the Montclair Beer, Wine & Music Festival"
- Logo/name on event signs, programs, poster, digital ads, and press releases
- Logo on the commemorative event glass (1,500)
- 2 dedicated social media thank you posts
- Newsletter promotional article to 2,400 viewers – dedicated article for 2 months
- Website ad for 2 months on MontclairVillage.com – homepage ad (300x300 pixels)
- 10' x 20' tented booth at festival
- 20 drink packages for friends, colleagues, and clients (valued at \$45.00 each)

\$4,000 Stage Sponsor

- Name and/or logo on all stage signage (large overhead stage banner; performance lineup banners)
- Logo on event signs, programs, poster, digital ads, and press releases
- 2 dedicated social media thank you posts
- Newsletter promotional article to 2,400 viewers – dedicated article for 1 month or 3 issues
- Website ad for 2 months on MontclairVillage.com – homepage ad (300x300 pixels)
- 10' x 10' tented booth at festival
- 10 drink packages for friends, colleagues, and clients (valued at \$45.00 each)



\$3,000 Tasting Glass Sponsor SOLD

- Business logo on tasting glass
- Logo on event programs, poster, and digital ads (excluding Street Stage banner)
- A dedicated social media thank you post
- Newsletter promotional article to 2,400 viewers – for 1 month or 3 issues, whichever is greater
- Website ad for 2 months on MontclairVillage.com – homepage ad (300x300 pixels)
- 10' x 10' tented booth at festival
- 6 drink packages (valued at \$45.00 each)



\$2,500 Pedal Power Stage Sponsor

- Name and/or logo on all pedal powered stage signage
- Logo on event signs, programs, poster, digital ads, and press releases
- Dedicated social media thank you promotion before and after the MBWMF
- Newsletter promotional article to 2,400 viewers – dedicated article for 1 month online or 3 issues
- Website ad for 2 months on MontclairVillage.com – homepage ad (300x300 pixels)
- 10' x 10' tented booth at festival
- 5 drink packages for friends, colleagues, and clients (valued at \$45.00 each)



\$1,000-2,000 Area Sponsor

- Name and/or logo on special area signage (e.g., Kids' Zone, Event Photo Booth, Tasting Tent, etc.)
- Logo on event programs, digital ads, and press releases (excluding Street Stage banner)
- Newsletter promotional article – dedicated article for 1 month or 3 issues, whichever is greater
- Website ad for 2 months on MontclairVillage.com – homepage ad (300x300 pixels)
- 2-4 drink packages (valued at \$45.00 each)



*Please note: **Montclair Village Association (MVA)** is a non-profit organization (Tax ID #02-0551618) so sponsorship donations are tax deductible to the full extent of the law. For more information about sponsorship opportunities or anything else related to the festival, please contact **Daniel Swafford (Executive Director)** at 510-339-1000 or Daniel@MontclairVillage.com*



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SPONSORSHIP PAYMENT FORM

Individual or Business sponsoring the festival: _

Sponsor Name (as you wish it to appear on marketing materials): _

Contact Person: _____

Billing Address: _____

Phone: _____ E-mail: _____

Level of Sponsorship: ☒ \$8,000 ☐ \$4,000 ☐ \$3,000 ☐ \$2,500
☐ \$2,000 ☐ \$1,000 Method of Payment:

☒ Check (make check payable to *Montclair Village Association* and deliver to the *Attention of Daniel Swafford* at 1980 Mountain Blvd, Suite 205, Oakland, CA 94611)

☐ Charge to Visa or Mastercard:

Card No.: _____ Security Code: _____ Exp. Date: _____

Name (as it appears on card): _____

Signature: _____

Additional information to provide Daniel Swafford, via email (Daniel@MontclairVillage.com):

- ☐ Completed Sponsorship Payment Form (*above*)
- ☐ Print quality logo as a vector file (*preferred*) or high-resolution JPEG or PNG
- ☐ Link to preferred website address (URL)
- ☐ Vendor Booth Application Form (*non-food*), if applicable