



## Festival Sponsorship Engagement Information Festival Date: Saturday, June 15, 2024 (12-6pm)

The **Montclair Village Association (MVA)** is excited to announce the return of the **10<sup>th</sup> Annual 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 3,500 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
- 16 drink packages for friends, colleagues, and clients (valued at \$50.00 each)

### **SOLD \$5,000 Stage Sponsor SOLD**

- 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 3,500 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 \$50.00 each)



### **\$4,000 Family Fun Zone Sponsor**

- Named Family Fun Zone
- Name and/or logo on all Family Fun Zone 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 3,500 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
- 8 drink packages for friends, colleagues, and clients (valued at \$50.00 each)



### **\$3,000 Tasting Glass Sponsor**

- 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 3,500 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 \$50.00 each)



### **\$1,000-2,000 Area Sponsor**

- Name and/or logo on special area signage (e.g., 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 \$50.00 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 Winter Williams (MVA Event Organizer) at 510-288-7918 [winter@winterwilliamsresents.com](mailto:winter@winterwilliamsresents.com).



## Festival Sponsorship Payment Information

Festival Date: Saturday, June 15, 2024 (12-6pm)

### 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  \$5,000  \$4,000  \$3,000  
 \$2,000  \$1,000

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)

Card No.: \_\_\_\_\_ Security Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name (as it appears on card): \_\_\_\_\_

Signature: \_\_\_\_\_

Additional information to provide Winter Williams via email (winter@winterwilliamsresents.com):

- Completed Sponsorship Payment Form (*above*)
- High/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