



April 10th and 11th
Noon to 6pm



A Toast to Frederick
Presented by the Frederick Wine Trail and The E-ventplex
April 10 & 11, 2010

The Frederick Wine Trail and the E-ventplex at the Frederick Fairgrounds team up for the first annual **A Toast to Frederick**, a fine wine and food extravaganza. Marketing to the metropolitan area of Washington and stretching to Baltimore and east, the Wine Trail wineries bring customers from far and wide. Frederick County is home to seven wineries that offer a diversity of wines, many of which have gained national and international recognition. The event will be held indoors in the beautifully renovated Null Building at the fairgrounds. The emphasis at this festival is on local food, wine, musicians, and artists.

With the influx of unique cuisines and national attention on our restaurants, this is an unprecedented opportunity to showcase everything Frederick has to tantalize one's taste buds. The festival hours of 12 to 6 pm offer the possibility of evening dining, overnight stays and shopping. Below is a list of participation opportunities.

Sponsorship Opportunities

Nebuchadnezzar (15L Bottle) Sponsor - \$3,500

- Logo on 3500 glasses
- Display table (6' by 8' space) with 2 chairs at event
- Online marketing through our dedicated website: www.frederickwinetrail.com
- Name included in radio spots
- Name included in E-blasts from the customer database of seven wineries and the E-ventplex list, about 20,000 email addresses
- Name included in print ads in local newspapers, including the Frederick News Post, Frederick Magazine, and the Gazette.
- Acknowledgement in press releases and at press conferences
- Ten free tickets to event

Balthazar (12L bottle) Sponsor - \$2,500

- Display table (6' by 8' space) with 2 chairs at event
- Online marketing through dedicated website: www.frederickwinetrail.com
- Name included in radio spots
- Name included in E-blasts from the customer database of seven wineries and the E-ventplex list, about 20,000 email addresses
- Name included in print ads in local newspapers and magazines, including the Frederick News Post, Frederick Magazine, and the Gazette.
- Acknowledgement in press releases and at press conferences
- Eight free tickets to event

Salmanazar (9L Bottle) Print Ad Sponsor - \$1,000

- Distribution of publication at wineries and at event
- Online marketing through dedicated website: www.frederickwinetrail.com
- Two free tickets to event



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Imperial (6L Bottle) Music State Sponsor - \$800

- Opportunity to display your banner on the stage front platform
- Two free tickets to event

Rehoboam (4.5 L Bottle) Sponsor - \$250 (Can be in-kind)

- Your brochures and/or coupons to be distributed onsite. Bag Sponsor would be one opportunity

Partnership Opportunities

Culinary Pairing Partners - \$100 per day

(Opportunity available for 9 partners)

A Toast to Frederick is anxious to promote the matching of local wines to the wonderful bounty of local foods available to us.

- Culinary partners will provide sampling portions at a reasonable price to allow patrons to taste of variety of foods with various wines
- Those partners who offer a cooking demonstration with complementary samples for a limited number of guests (e.g., 15 to 20) will have the daily fee waived
- 10' by 10' space
- Online marketing on the Frederick Wine Trail website: www.frederickwinetrail.com
- Name included in radio spots
- Name included in E-blasts for the customer database of seven wineries and the Eventplex, approximating 20,000 customers
- Acknowledgement in press releases and at press conferences

Artisan Partners -- Painting and Photography - \$100 per event

(Opportunity for 12 partners)

- Artists with an interest in local color will be given first preference
- 10' by 10' space
- Ability to sell product

Musicians

(Time for 4 partners: 2 per day)

- Performing from 1-3
- Performing from 3-6
- Ability to sell CD

Contact Eric@linganorewines.com

www.frederickwinetrail.com

Eric Aellen, Event Chairman, 301-831-5889

Carol Wilson, President of Frederick Wine Trail, 410-775-2513

Please return form by email or **mail** by February 8, 2010



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SPONSORSHIP/DONATION FORM

COMPANY/AGENCY NAME: _____

CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

E-MAIL: _____

Sponsorship Level: _____

Item/service/coupon offering _____

Culinary Partner: _____

Description of presentation: _____

Artisan Partner:

THANK YOU!!

Please Return by March 1 to: Eric Aellen, Event chairman
10200 Buckmeadow Lane
Damascus, MD 20872

www.frederickwinetrail.com

Eric@linganorewines.com

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The Frederick Wine Trail is a 501 (c) (6) not for profit corporation
Tax ID #: 94-3438331