



A Toast to Frederick
Presented by the Frederick Wine Trail and the E-ventplex
April 9 & 10, 2011

The Frederick Wine Trail and the E-ventplex at the Frederick Fairgrounds team up for the second 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. This event will feature 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

Platinum
\$3,000

- Logo on wine glasses
- Display table (6' by 8' space) with 2 chairs at event
- Online marketing through our dedicated website: www.frederickwinetrail.com
- Name included in seven radio spots
- Name included in E-blasts from the customer databases 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, Maryland Magazine and online wine event sites
- Acknowledgement in press releases and at press conferences
- Ten free tickets to event

Gold
\$2,500

- Display table (6' by 8' space) with 2 chairs at event
- Online marketing through dedicated website: www.frederickwinetrail.com
- Name included in seven 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
- Acknowledgement in press releases and at press conferences
- Eight free tickets to event



Silver
\$1,000

- Distribution of your brochures at wineries and at the festival
- Online marketing through dedicated website: www.frederickwinetrail.com
- Acknowledgement in press releases and at press conferences
- Two free tickets to event

Bronze
\$250 (Can be in-kind)

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