



Gay Wine Weekend 2017

Sonoma – July 14th – 16st

**The Ultimate Gay & Lesbian Wine Country
Experience**



Sponsorship Information



Introduction

Welcome to Out In The Vineyard's "**Gay Wine Weekend 2017**" fundraising weekend of wine and celebration, located in the world-renown California Wine Country.

Awarded Editor's Choice "Best LGBT Event 2015" by International LGBT Travel Magazine, Man About World, Gay Wine Weekend is unlike any other gay event in the world and is scheduled to take place on Friday, July 14 - Sunday July 16, 2017. Our premiere, signature, event, "Twilight T-Dance" will take place on Saturday, July 15th, at a Sonoma's Iconic Winery, Chateau St. Jean in the heart of Sonoma Valley.



As a member of the local community, Out In The Vineyard strives to support local Sonoma Country non-profits and charities. Twilight T-Dance and Gay Wine Weekend have generated \$150,000+ dollars, for Face to Face Sonoma County AIDS Network, whose mission is to provide compassionate care to people living with HIV/AIDS and their loved ones and the Sonoma County Pride Planning Committee.

The other events that will surround and support the T-Dance will be an evening of wine tasting rooms around Sonoma Plaza and Multiple Wine Maker Dinners on Friday evening, July 14; Wine Tasting & Tours in Sonoma & Napa Valleys, Twilight T Dance, Saturday, July 15; Gay Wine Auction & Recovery Brunch on Sunday, July 16, also benefiting Face to Face.

As a member of the local community, Out In The Vineyard strives to support local non-profits and charities. With so much funding cut to supply vital services to those in need in our community, events such as these are not only needed, but a necessity.

Out In The Vineyard is an experiential Wine Country Tour and Event company offering exclusive itineraries to the discerning gay and lesbian traveler, and their friends. Owned and operated by local gay community insiders bringing the LGBT traveler the best of Our Wine Country.

We invite you to contact us for additional information regarding participating in Out In The Vineyard's Gay Wine Weekend 2017.

Cheers,

Mark Vogler & Gary Saperstein
Principal Partners
Out In The Vineyard
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Some past sponsors & partners of Gay Wine Weekend

Presenting Sponsors

CHATEAU ST JEAN®



Friends of Gay Wine Weekend Sponsor



Gay Wine Weekend 2016 Attendees

- Sophisticated wine lovers and collectors.
- America's largest gay and lesbian wine experience.
- Visitors from all across the United States, Canada, Europe and Australia.

Gay Wine Weekend 2017

Gay Wine Weekend is an annual charity event produced by Out In The Vineyard, an experiential LGBT Wine Country Event & Tour company offering exclusive itineraries to the discriminating gay and lesbian traveler. Owned and operated by local gay community insiders bringing the LGBT traveler best of Our Wine Country.



Your Gateway To The Gay & Lesbian Community

A Marketer's Dream! - "The fact of the matter is that the gay community, male and female, spends over \$750 billion a year in consumer goods. Businesses love the gay community as far as customers because they are affluent, educated, and loyal. In fact, 90% of the gay community are affiliated with brands and look for and stay loyal to the brands that are advertised to them. Over 85% of the gay community have been in college at some point and time or graduated, and their income is higher than the average household that is heterosexual." *krausnotes.com 2013*



Sophisticated, well-developed brand-loyal consumers

Spending Habits! “Among same-sex partnered households, average annual spending on consumer packaged goods (CPG) is 25 percent higher than that of the average U.S. household (\$8,651 vs. \$6,898).” *nielsen.com 2013*



Multi-faceted strategic marketing plan that includes web and print.

Market to the LGBT Consumer - “Many LGBT consumers embrace the power of their spending by rewarding companies that are considered “gay-friendly” in terms of their corporate policies and their marketing activities.” *prnewswire.com 2013*



Collateral Materials

Your corporate name and/or logo will appear on:

- *Gay Wine Weekend Programs*
- *Gay Wine Weekend Postcards & Posters*
- *Gay Wine Weekend correspondence*
- *Out In The Vineyard's website*
- *Email Marketing Campaigns*
- *Social Media Marketing through Facebook, Twitter & Google+*
- *Other marketing materials depending on sponsorship level*



Demographics

- 600 - 700 participants, 90% male, 10% female, average age 35-55 years old
- Average individual income \$85k; High Household Income \$150k+
- Primary target draws from Major Metropolitan SF Bay Area, Los Angeles, Washington DC, Chicago, Dallas, Sacramento.
- Secondary target draws from across the United States, Europe, Australia



Our Beneficiary

Face to Face, Sonoma County AIDS Network

Since 1983, Face to Face has addressed the ever-changing challenges presented by the HIV epidemic in Sonoma County. Their **mission is to provide compassionate care to people living with HIV/AIDS and their loved ones, and prevention education to the entire community.**

Face to Face is committed to providing the essential, compassionate care necessary to help reconnect their clients with their vitality and well-being.



The goal of the **Care Services** program is to encourage well-being, healing and independence for everyone we serve. Services offered include: benefits counseling, emergency financial assistance, housing search and placement, home health care, transportation to medical appointments and specialized services for women, families and the Latino community.

The goal of the **Prevention Education** program is to reach those at highest risk of HIV infection with proven intervention strategies, strong supportive messaging, educational materials and condoms.

Face to Face has always sought to provide the most efficient delivery of care to clients with an eye for those with the most critical need. They intend to remain committed to HIV prevention, in hopes of ensuring a safer, healthier future for all.

Sponsorship Opportunities



Gay Wine Weekend 2017 Sponsorship Levels

\$25,000 Presenting Sponsor (Non-exclusive sponsorship)

The sponsor receives full recognition at all Gay Wine Weekend events, including top level logo placement in all literature, advertising and marketing collateral. Corporate name and logo will appear prominently in Gay Wine Weekend marketing materials and event collateral from time of sponsorship agreement to thru the event.

Your corporation will receive the following:

- Recognition from the podium (where available)
- Top billing with regards to marketing and advertising materials
- Corporate banners at events (banners to be provided by sponsor)
- Logo on print advertising
- Logo on Out In The Vineyard website
- Logo placement on GWW collateral materials
- Logo on GWW event passes
- Product sampling at GWW events (where applicable)
- 10 VIP event passes (additional passes provided on request, when available)
- Product sampling and winery tours as requested (product provided by sponsor)



Friends of Gay Wine Weekend

\$15,000 (Non-exclusive sponsorship)

Out In The Vineyard selects several organizations as Friends of Gay Wine Weekend. Corporate names and logos will appear in all Gay Wine Weekend marketing materials from time of sponsorship agreement until the events.

Your Corporation Will Receive The Following:

- Recognition from the podium (where available)
- Logo on Gay Wine Weekend print advertising
- Logo on Out In The Vineyard website
- Logo placement on collateral materials
- 4 VIP event passes throughout the weekend

\$8,000 (Non-Exclusive Contributing Sponsorship for Individual Events)

Out In The Vineyard selects several organizations as Contributing Sponsors for Individual Events, including Welcome Reception; Twilight T-Dance; Big Gay Auction and Brunch

Corporate name and logo will appear on Out In The Vineyard website and individual event marketing materials and event collateral from time of sponsorship agreement until event.

Your corporation will receive the following:

- Recognition from the podium (where available)
- Logo on individual event print advertising
- Logo on Out In The Vineyard website
- Logo placement on individual event collateral materials
- 4 VIP event passes (additional passes provided on request, when available)



Gay Wine Weekend Fans

\$2,500 (Non-Exclusive Sponsorship)

Out In The Vineyard selects welcomes all levels of sponsorship. Gay Wine Weekend Fans Corporate name and logo will appear in marketing materials and event collateral from time of sponsorship agreement until event.

Your corporation will receive the following:

- Recognition from the podium (where available)
- Logo placement on Gay Wine Weekend collateral materials
- 2 VIP event passes (additional passes provided on request, when available)



Gay Wine Weekend Expo Participant

\$500 (Non-Exclusive Participation)

As we have had so many requests from companies and business looking to target market to the LGBT community, new for Gay Wine Weekend 2015 we are featuring an exceptional 3 day showcase to present your goods and services in our Expo Hall at McArthur Place Hotel.

Expo Participants Receive:

- Listed as Gay Wine Weekend Participant online and in collateral material
- Exclusive table at the vendor hall at host hotel
- Showcase your product and/or service.
- Ability to feature banners and distribute marketing material
- Sign up wine club members for wineries.
- Collect email address and build a lead list.
- Logo placement on Gay Wine Weekend collateral materials
- 2 VIP event passes (additional passes provided on request, when available)



In-Kind Donations

In this economy we understand that you are looking for the best way to maximize your exposure for the best value and have created sponsor packages for all economic levels.

Out In The Vineyard gratefully accepts in-kind donations and provide sponsorship opportunities for these donors.

All in-kind donors must also participate in the sponsorship program through a minimum cash sponsorship of \$500. In-kind donations are valued at 50% of the retail value.

The following are examples of in-kind donations:

- Printing and Copying
- Silent Auction items and gift certificates
- Print and electronic advertising space
- Light and sound services
- Local transportation services
- Alcohol and Food
- Staffing Service



\$100,000 Industry Exclusive Sponsorship

If you want to maximize your reach and brand awareness, our Industry Exclusive Sponsor is an available participation level where ONLY your brands will be featured at Gay Wine Weekend events. The sponsor receives full recognition at all Gay Wine Weekend events, including logo placement in all literature, advertising and marketing collateral. Corporate name and logo will appear prominently in Gay Wine Weekend marketing materials and event collateral from time of sponsorship agreement to thru the event.

Your corporation will receive the following:

- Recognition from the podium (where available)
- Top billing with regards to marketing and advertising materials
- Corporate banners at events (banners to be provided by sponsor)
- Logo on print advertising
- Logo on Out In The Vineyard website
- Logo placement on GWW collateral materials
- Logo on GWW event passes
- Product sampling at GWW events (where applicable)
- 10 VIP event passes (additional passes provided on request, when available)
- Exclusive category sponsorship and product sampling (product provided by sponsor)

Out In The Vineyard

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