



Event Sponsor Information

The Blacksburg Partnership announces the 4th annual Blacksburg Fork and Cork, a food, wine, and art festival held at the First & Main Shopping District on Saturday, April 28, 2012. Attendees will enjoy wines from premier Virginia wineries and view the work of regional artists. Delicious food from local restaurants will be abundant, and multiple music groups will provide smooth tunes throughout the day. Returning to the festival is *Can Do!*, the fun canned food sculpture contest and food drive benefiting local hunger relief organizations.

You are cordially invited to join our select list of sponsors. The festival will offer businesses a premium marketing opportunity to reach a broad audience. Blacksburg Fork and Cork will draw thousands of wine, food, and music lovers from the New River Valley and beyond, providing a fun and exciting avenue to market your business.

Various sponsor packages are available and include a host of publicity and promotional opportunities for your business. Secure your sponsorship by March 2, 2012 by returning the enclosed application and deposit.

Sponsorship Benefits

Expose your business to a sought after demographic in Southwest Virginia by associating your company's name with the premier wine festival: Blacksburg Fork and Cork

- Your company name and logo will appear on event posters, press releases, social media, and the event web site.
- Take part in a unique opportunity to gain access to the wide variety of people who enjoy wine, food, live music and local festivals.
- Grow your business by connecting with festival attendees.
- Collect information or demonstrate new products or services to an eager audience.
- Reward employees or loyal clients with entrance to a popular community event.

Festival Promotion

Marketing to the Local Community: We promote to the New River and Roanoke Valleys and beyond through local media coverage, Save-the-Date cards, posters, flyers, banners, and an official festival guide.

Marketing to Southwest Virginia and beyond: Through media sponsorship, we will take advantage of all area media outlets including print, radio, online, and television.

Marketing to Wine Lovers: We will target wine, food, and music lovers by posting on related event calendars, and by working directly with regional wineries and wine publications.

Sponsorships Available

GOLD SPONSOR

\$2,000

- Name and logo on posters, media releases, social media, and website
- Prominent event signage
- Opportunity to distribute promotional products or information to guests
- 20 festival tickets with private VIP Tent access, including catered food and beverage
- Opportunity to purchase additional tickets in advance at a discounted rate
- Half page ad in festival guide

SILVER SPONSOR

\$1,000

- Name and logo in media releases, social media, and website
- Event signage
- 10 festival tickets and reserved table with tent
- 2 bottles of Attimo wine for your reserved space
- 1/4 page ad in the festival guide

BRONZE TABLE SPONSOR

\$400

- 8 festival tickets and a reserved table by the main stage
- A bottle of premium Attimo wine for your reserved space
- A listing in the festival guide

CONTRIBUTING SPONSOR

Negotiable

Event services for recognition. Examples may include:

Printing
Equipment
Media



**Interested in sponsoring both Blacksburg Fork and Cork and Blacksburg Brew Do?
Contact us to discuss joint sponsorship opportunities!**

540-443-2008 • info@blacksburgforkandcork.com

Sponsorship Application

Level of Sponsorship

- | | |
|---|---------|
| <input type="checkbox"/> Gold Sponsor | \$2,000 |
| <input type="checkbox"/> Silver Sponsor | \$1,000 |
| <input type="checkbox"/> Bronze Table Sponsor | \$400 |
| <input type="checkbox"/> Contributing Sponsor | Neg. |



Company: _____
Contact: _____
Phone: _____ Fax: _____
Email: _____
Mailing Address: _____
50% Deposit \$ _____
Enclosed: _____
Signature: _____

Logo:

Please submit your color logo in both
.jpg and .eps vector format to
info@blacksburgforkandcork.com

Notes to applicants:

- Sponsorship is offered on a first come, first served basis.
- To secure your sponsorship level for the 2012 Blacksburg Fork and Cork, complete and return this form along with 50% initial payment by
March 2, 2012
- The balance is due in full on
March 30, 2012
- Make all checks payable to The Blacksburg Partnership and send to the address below.

For more information or to
discuss sponsorship
opportunities, contact:

The Blacksburg Partnership
Blacksburg Fork & Cork
506 South Main Street
Blacksburg, VA 24060
(540) 443-2008

info@blacksburgforkandcork.com
www.blacksburgforkandcork.com

This is a RAIN or SHINE event!

Proceeds from this event will benefit The Blacksburg Partnership, a non-profit organization working to enhance the quality of life in Blacksburg. To learn more about The Blacksburg Partnership, visit www.stepintoblacksburg.org.