

# Direct Access to the Perfect Demographic



CHICAGO BOTANIC GARDEN

## Wine FESTIVAL

presented by



Sample From a  
Selection Of Over 250  
Wines, Cooking  
Demonstrations By  
Area Chefs, Live Music  
Performed Daily.

### DATES

June 12-13, 2010

Saturday, 1:00PM to 7:00PM

Sunday, 12:00PM to 6:00PM

### LOCATION

Chicago Botanic Garden

### TICKETS

\$25 in advance, \$35 at the gate

### EXPECTED ATTENDANCE

7,000-8,000

### CHARITY

Chicago Botanic Garden

## MEDIA PLAN – 2010 SCHEDULE

Media partners of the Chicago Botanic Garden Wine Festival will assist in communicating Festival details to our target audience. Sponsors will see benefits from our comprehensive marketing effort that will leverage their brands across multiple media. Media partners have included:

### PRINT

Daily Herald  
Chicago Tribune  
Northshore Magazine  
TimeOut Chicago  
Pioneer Press  
Red Eye  
Chicago Magazine

### RADIO

WGN (720 AM)	WXRT (93.1 FM)
WLS (890 AM)	WLIT (93.9 FM)
WNUA (95.5 FM)	WZZN (94.7 FM)
WTMX (101.9 FM)	WILV (100.3 FM)

### TELEVISION

WMAQ-TV (NBC 5)

### BROCHURES

Festival brochures will be displayed in Chicago and suburban area businesses, hotels, wine shops and restaurants.

### INTERNET

inPLAY Events will send multiple e-mails to a qualified list of 30,000 names.

Time Out Chicago (<http://chicago.timeout.com>) and Chicago Scene ([www.chicago-scene.com](http://www.chicago-scene.com)) will send e-mails to a qualified list of names promoting the Festival and include a link to our website [www.chicagobotanic.org/winefestival](http://www.chicagobotanic.org/winefestival).

MetroMix:  
[www.metromix.com](http://www.metromix.com)

Chicago Botanic Garden:  
[www.chicagobotanic.org/winefestival](http://www.chicagobotanic.org/winefestival)  
Chicago Botanic Garden will send e-mails to their member list of 30,000 names promoting the Festival.

### PUBLIC RELATIONS CAMPAIGN

Press releases distributed to print, broadcast, food and wine, travel and online media outlets.

Chicago Botanic Garden will conduct a comprehensive public relations campaign.



[www.inplayevents.com](http://www.inplayevents.com)



### OFFICIAL SPONSORSHIP

- Exclusivity in product category
  - Partner recognition on sponsor page of the Festival program
  - Partner name or logo included in press releases, brochures and print advertising
  - Partner Logo with hotlink included on Festival website
  - One (1) full-page, black and white advertisement in the Festival program
  - Three (3) 3'x5' banners displayed on Festival grounds (Partner to supply banners)
  - One (1) 10'x10' display space for product sales and sampling
  - Fifty (50) entry passes to the Festival
- INVESTMENT: \$10,000

### ENTERTAINMENT STAGE SPONSORSHIP

- Exclusivity in product category
- Entitlement of Stage including signage exclusivity (i.e. signage identifying stage as Partner Entertainment Stage)
- Partner name or logo included in all advertising and on sponsor page of the Festival program
- Partner logo included in direct mail, press releases and collateral materials including brochures
- One (1) full-page color advertisement in Festival program
- Five (5) 3'x5' banners displayed throughout Festival grounds (Partner to supply banners)
- One (1) 10'x10' tent/display space for product sales and sampling

- One hundred (100) entry passes to the Festival
- Opportunity to conduct two (2) presentations/demonstrations on the stage (topic/subject to be mutually agreed upon by Partner and Festival producers)
- Partner logo with hotlink included on Festival website

INVESTMENT: \$10,000

### HOSPITALITY SPONSORSHIP

- Partner name or logo included in print advertising
- Partner recognition on sponsor page of the Festival program
- Partner logo included in direct mail, press releases and collateral materials including brochures
- One (1) full-page black & white advertisement in Festival program
- Five (5) 3'x5' banners displayed throughout Festival grounds (Partner to supply banners)
- One (1) 10'x10' tent/display space for product sales and sampling
- One hundred fifty (150) entry passes to the Festival and your private hospitality area (75 per day)
- Private hospitality area reserved to entertain Partner's clients (catering and beverage expense additional)
- Festival will provide a private tented environment with a patio surrounded by white picket fence. Interior to include lighting, buffet, bar, tables and chairs
- Partner logo with hotlink included on Festival website

INVESTMENT: \$10,000 for 2 days or \$6,500 for 1 day

### EXHIBITOR/VENDOR OPPORTUNITIES

The Festival offers wineries, restaurants, distributors and retailers opportunities to promote products through sampling and sales at the Festival.

Exhibitors/vendors will receive:

- One (1) 10'x10' display space
- One (1) 8' skirted table
- Two (2) chairs
- Ten (10) entry passes to the Festival
- Four (4) staff badges
- Booth sign with vendor name
- Listing in Festival program distributed to all attendees

### WINE VENDORS

- Opportunity to sample wine (maximum of 6 wines per booth)
- Opportunity to sell your wine on-site through our official retailer and to distribute company literature and promotional items

WINE VENDOR FEE: \$400

### RESTAURANT VENDORS

Opportunity to sell your food products and RETAIN ALL profits

RESTAURANT VENDOR FEE: \$500

### EXPO BOOTH VENDORS

Opportunity to sell your products and distribute company literature, coupons and promotional items

EXPO BOOTH VENDOR FEE: \$1,000