



PARTNERSHIP OPPORTUNITIES

23RD ANNUAL HUDSON VALLEY WINE & FOOD FESTIVAL



20+ YEARS OF EXPERIENCE

A Proven Track Record

What began as a modest gathering with just 22 vendors has transformed into a highly anticipated annual event, boasting hundreds of vendors and drawing tens of thousands of attendees each year.

Our remarkable journey is fueled by the unwavering trust our audience places in us to curate the best in the food and beverage industry, showcasing innovation and excellence.

This trust extends to the introduction of cutting-edge products from diverse sectors, reinforcing our commitment to delivering a dynamic and memorable experience.

Custom Partnerships Are Our Specialty

We have an array of opportunities for you to get involved with the Hudson Valley Wine & Food Festival to build brand awareness and connect face to face with your audience.

Unique Activation Potential

- Interact with festival guests 1 on 1
- Launch New Products
- Dynamic presentations at our demo stage
- Offer samples in our Beer Tent
- Entertain Guests on our Music Stage



Previous Partnerships:



KEVITA®

Kashi

Ketel One®
VODKA



GENESIS



18,000+
Attendees



300+
Vendors



Impressions

Billboards

2 million views

Cable & Radio

5,000+
30 second spots

Print Media

15,000 Taster's Guides
500,000 print ads

Digital Media

200,000+
website views

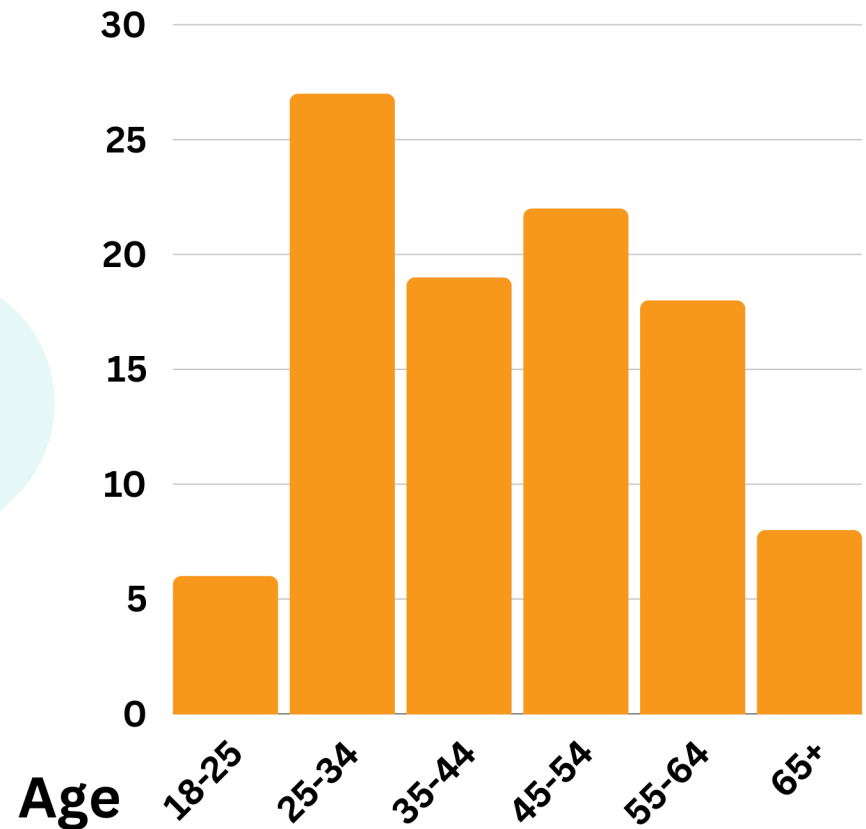
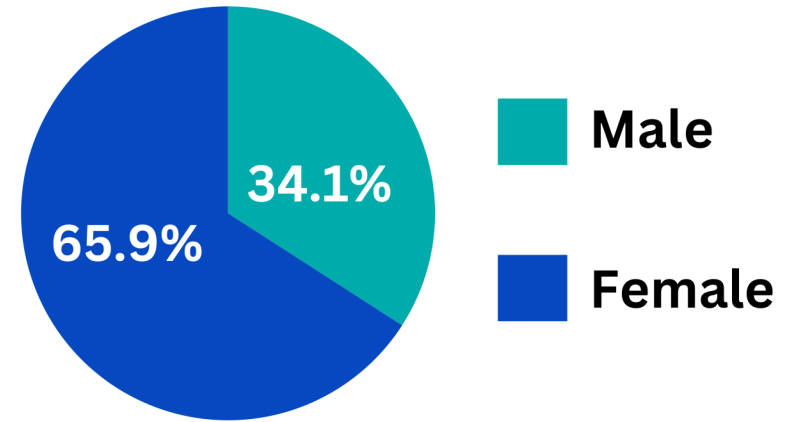
Demographics

\$78,000 Median household income

35% Household members hold Bachelors degree or higher

Our event draws attendees from all of eastern New York State, including metropolitan areas of Albany and NYC. As well as Long Island, western Connecticut (Danbury & Hartford) northern New Jersey and western Massachusetts.

96% of visitors



SOCIAL MEDIA

The benefits of your partnership begin immediately with:

- Dedicated newsletter spotlights
- Social media campaigns
- Website presence and hyperlinks
- SEO rich blogs

Work with our marketing team on digital campaigns to reach your audience utilizing the Wine Fest's online audience.



Facebook

11,000+
followers



Instagram

2,600+
followers



Twitter

4,600
followers



Newsletter

25,000
subscribers

WINE! FOOD! FUN!

Our Vendors Include:

- Over 30 New York Wineries
- 15+ New York Distilleries
- 30+ Craft Beer and Breweries
- 150+ Gourmet Specialty Food Vendors
- 20 Gourmet Food Trucks & Food Concessions
- Fine Art, Craft, Home Goods , and Travel Vendors.

Plus a weekend packed full of **Cooking and Cocktail Demonstrations** from regional celebrity chefs, **Wine Education Seminars, & Live Music!**



What does premium placement mean?

The Hudson Valley Wine & Food Festival offers the perfect backdrop for your business to shine. With over 100 acres of scenic landscape and 40,000 sq feet of indoor space at the Dutchess County Fairgrounds, the possibilities are endless.

How to utilize your free tickets to the festival:

- Share with your core staff
- Gift to board members
- Allow your marketing staff to walk the fest and make B2B connections
- Reward your loyal customers



Supporting Partner

- Premium Vendor Space
- Logo placement on website
- 10 Tickets to the festival

Associate Partner

- Premium On-Site placement during event
- Logo placement on website
- Engagement in marketing materials
- 20 Tickets to the festival

VIP Partner

- Exclusive Reach to Customers with higher Spending Power
- Premium On-Site placement during event
- Logo placement on website
- Logo placement on marketing materials
- 25 Tickets to the festival
- VIP Ticket Availability



Presenting Partner

- "Presented by" Naming Rights
- Premium On-Site placement during event
- Logo placement on website
- Logo placement on marketing materials
- Premium Engagement during marketing campaign
- Full Page Ad in Taster's Guide
- Premium On-Site placement during event
- 50 Tickets to the festival



Category Partner

Sponsor one of the key elements of our event.

- **Guest Bag** - Have your logo on the reusable tote bags provided to each guest
- **Stemware** - Have your logo on all the tasting glasses
- **Cooking Demo Stage** - Have your banner and/or product featured at our Demo stage
- **Designated Driver Sponsor** - Sponsor our free water and soda for non-drinking guests
- **Music Stage** - Have your banner on our music stage
- **Ticket Wristband** - Have your logo on the admission wristbands for the event



Category Partner Cont.

- **Badge Holder/Lanyard Sponsor** - Have your company logo displayed around the neck of every Vendor and Staff Member
- **Wine Demonstration Sponsor** - Sponsor the educational wine demonstrations throughout the Fest weekend. Sponsorship includes banners and/or marketing area near the Wine Demo Stage as well as other sponsorship benefits.
- **Advance Ticket Sponsor** - Have your company featured on our advanced e-tickets! Including a coupon will drive business to you, and also help track effectiveness.
- **Pen Sponsor** - Each patron receives a pen to write their tasting notes. Have your logo and text in every patron's hand.



WE CANT WAIT TO WORK WITH YOU!

Please reach out to
Michael Babcock
mababcock@wineracks.com
845-658-7510

