

31st ANNIVERSARY  
SMITH MOUNTAIN LAKE  
WINE  
FESTIVAL

September 28 & 29, 2019

Anticipated Attendance 12,000 +

30 Virginia Wineries, Brew Hub, Distilleries, Food Truck Court

Multiple Bands! Music all day both days!

Craft Vendors of all kinds!

Sponsorship  
Opportunities



Regional Chamber of Commerce

SMITH  
MOUNTAIN  
LAKE

Andrea Fansler, Event Manager

540.721.1203

[andrea@visitsmithmountainlake.com](mailto:andrea@visitsmithmountainlake.com)

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

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# Sponsorship Levels

Platinum Sponsor Exclusive	\$5,000.00 (exclusive)
Main Stage Sponsor	\$4,000.00 (exclusive)
VIP Lounge Sponsor Exclusive	\$3,500.00 (exclusive)
Gold Sponsor	\$3,000.00 (limit 4)
SML Brew Pub	\$3,000.00 (exclusive)
T-shirt Sponsor	\$2,500.00 (limit 2)
Silver Sponsor	\$1,500.00
Bronze Sponsor	\$1,000.00



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**Platinum Sponsor**

\$5,000.00

Exclusive logo appearance on 2 road & lake side banners onsite (1 month) \$400

Exclusive logo appearance on 6 roadside promotional banners (1 month) \$1,200

Premium Placement of Logo on stage LED backdrop \$500

Company name and logo featured on every ticket printed (12,000+)

Company name and logo featured on event promotional and printed materials (20,000 rack cards and 200+ posters printed and distributed)

Extensive feature publicity in regional media for (4 months prior) - \$1,000

Sponsor mentions on Radio, Digital, Print, Billboards (Roanoke, Lynchburg & Rocky Mount), & TV advertising—\$2,000

20 VIP admission tickets to the event & VIP Verizon Lounge \$2,520

20 Special embossed Wine Festival glasses \$240

20 Wine Festival T-shirts \$300

Featured listing and web link on official event webpage (active upon commitment))

Recognition pre and post event in electronic newsletter in SML Chamber e-Blast

Recognition on multiple announcements at event

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**Main Stage Sponsor- \$4,000.00**

Premium banner on the main stage provided by SMLRCC 32 foot long by 36 inch banner across top of stage

24' LED stage back drop

Company name featured on event promotional & printed materials

Publicity in regional media, Press Release

12 VIP admission tickets to the event & The VIP Verizon Lounge

12 Special Embossed Wine Festival glasses

10\*10 booth space onsite

Featured company name, logo and web link on the official event webpage for 6 months

Recognition pre and post event in SML Chamber weekly eBlast

Recognition announcement at event

**SML Wine Festival Gold Sponsor- \$3,000.00 (limit 4)**

Premium scaffold tower location banner at event provided by sponsor

Company name featured on event promotional & printed materials

Publicity in regional media, Press Release

10 VIP admission tickets to the event & The VIP Verizon Lounge

10 Special Embossed Wine Festival glasses

10 Wine Festival T-shirts

Featured company name, logo and web link on the official event webpage for 6 months

Recognition pre and post event in weekly eBlast

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**VIP Lounge Signature Sponsorship- \$3,500.00**

The VIP Lounge Sponsorship provides special recognition and host opportunities. Hosts selected by and representing The Signature Sponsor are invited to greet guests and wear Signature Sponsor attire, name tags, hats and any items representing the company. Host representatives may use deluxe air conditioned restroom facilities provided in the Lounge.

Promotional booth inside the "VIP **YOUR NAME HERE** Lounge"

Featured Silver Sponsor signage at the event provided by SMLRCC

10 admission passes to the SML Wine Festival "VIP Verizon Lounge"

Includes food selection banquet- Sat. & Sun.

Large selection of handpicked wines

Private, air-conditioned restroom facilities

Outdoor patio/garden

10 Embossed Wine Festival glasses

10 Embossed Beer glasses

10 Wine Festival T-shirts

Company name on event promotional materials, Press Release

Company name and web link on official webpage for 6 months- Silver Sponsor level

Recognition pre and post event in e-blast

Recognition announcement at event

Sponsors of the Smith Mountain Lake Wine Festival enjoy more than the business

exposure each level provides. Sponsor passes are an invitation to 'wine and dine' in an exclusive pavilion area.

The 'VIP Lounge' is an enclosed premium location, ideal for listening to the bands and relaxing in a casual atmosphere. Sponsors and their invited guests carrying a 'VIP Pass' will enjoy a day of complimentary fine-catered dining and a great selection of quality wines & beverages, all in fun filled surrounding. The VIP Lounge comes complete with clean, private, air-conditioned deluxe restroom facilities... *with piped in music & misters!!!*

An outside, fenced patio are complete with comfortable seating to take your wine festival experience to a whole new level of enjoyment. Sit back and relax.

The 'VIP' pass program is one more way the Smith Mountain regional Chamber says 'Thank You' with more than words to the sponsors supporting the 30<sup>th</sup> Annual Smith Mountain Lake Wine Festival!

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**SML Brew Pub (Named after you!!!) \$3,000.00**

Multiple 70 inch screens featuring sporting events for viewing pleasure  
Personal & Private roped off lounge area with lounge seating  
Stocked cooler with a variety of drinks (waters, sodas, Gatorade)  
Featured company name, logo and web link on the official event webpage for 6 months  
4'x8' Company Banner for entrance  
Additional signage placed—provided by sponsor  
10 Wine Festival entry tickets  
10 SML Pint Glasses

**SML Wine Festival T-shirt- \$2,500**

900 t-shirts to be printed with the sponsor logo on sleeve  
Premium location banner at event provided by the sponsor  
Company name featured on event promotional & printed materials  
Publicity in regional media, Press Release  
4 admissions pass to “The VIP Verizon Lounge” and VIP glasses  
4 Wine Festival tasting tickets and glasses  
8 Wine Festival T-shirts  
Featured company name, logo and web link on the official event webpage for 6 months  
Recognition pre and post event in SML Chamber weekly eBlast  
Recognition announcement at event

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**SML Wine Festival Silver Sponsor- \$1,500.00**

- Featured signage at event provided by the sponsor
- 8 admission passes to the 'VIP Verizon Lounge'
- 8 Special Embossed Wine Festival glasses
- 8 Wine Festival T-Shirts
- Company name on event promotional materials
- Company name and web link on official webpage for 6 months
- Recognition pre and post event in weekly SML Chamber eBlast
- Recognition announcement at event

**SML Wine Festival Bronze Sponsor- \$1,000.00**

- Signage at event provided by the sponsor
- 4 admission passes to the 'VIP Verizon Lounge'
- 4 Special Embossed Wine Festival glasses
- 4 Wine Festival T-shirts
- Company name and web link on official event webpage for 6—months
- Recognition pre and post event in weekly SML Chamber eBlast
- Recognition announcement at event



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Sponsorship level: \_\_\_\_\_ Company: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_



**Smith Mountain Lake Regional Chamber of Commerce**

**16430 Booker T. Washington Highway Suite 2, Smith Mountain Lake, VA 24121**

**Phone: 540.721.1203 Fax: 540-721-7796**

**Email to: [andrea@visitsmithmountainlake.com](mailto:andrea@visitsmithmountainlake.com) [www.visitsmithmountainlake.com](http://www.visitsmithmountainlake.com)**