



# BLACKSBURG FORK AND CORK

Food, Wine and Art Festival at  
First & Main

Saturday, May 1, 2010  
Noon — 6:00PM

## Event Sponsor Information

The Blacksburg Partnership is pleased to announce the 2<sup>nd</sup> annual *Blacksburg Fork and Cork* – Food, Wine and Art Festival, featuring wines from more than a dozen regional wineries, culinary delights from local restaurants, cooking demonstrations, regional art, and live entertainment.

Our inaugural event in 2009 drew over 2,500 attendees and garnered considerable accolades from the media and community. Media exposure covered the New River and Roanoke Valleys and reached the entire state of Virginia.

You are cordially invited to join our select list of sponsors. The festival will offer businesses a premium marketing opportunity to reach an active and affluent audience. Based on last year's attendance, we expect to draw wine aficionados, music lovers, and general revelers from the New River and Roanoke Valleys and beyond.

Various sponsor packages are available and include a host of publicity and promotional opportunities for your business. These packages are available on a first come, first served basis, so be sure to sign up early. Secure your sponsorship by February 28, 2010 by returning the enclosed application and deposit.

## Sponsorship Benefits

Expose your business to one of the most sought after demographics in Southwest Virginia by associating your company's name with *Blacksburg Fork and Cork*.

- \* Your company name and logo will appear on event posters, postcards, advertisements and the event web site.
- \* Your company will be mentioned in media communications.
- \* A unique opportunity to gain access to a sophisticated clientele of music and art lovers and wine buffs.
- \* 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

*Blacksburg Fork and Cork* will be promoted through extensive public relations efforts and media advertisements, which include print, radio, television and on-line communications. Festival sponsors will be featured on the *Blacksburg Fork and Cork* website with hyperlinks to sponsors' sites.

**Marketing to the Music Community:** *Blacksburg Fork and Cork* will be marketed to the music community through radio and television spots and community calendars in magazines, websites and newspapers, targeting music lovers all over Southwest Virginia.

**Marketing to the Wine Community:** We target wine lovers with a sophisticated palate by posting in wine event calendars, in wine industry magazines, and working directly with the wineries.

**Marketing to the New River Valley Community:** We promote to the New River Valley through local media coverage, Save-the-Date cards posters, fliers, banners, our website and an official festival guide.

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

# Sponsorships Available



## **GOLD SPONSORS**

**\$2,000**

- \* Name and logo on Save the Date cards and Invitations
- \* Name and logo in media releases, advertising, promotions and on website
- \* Prominent event signage
- \* Opportunity to distribute promotional products or information to guests
- \* Half page ad in festival guide
- \* VIP Tent with tables & chairs and 20 festival tickets
- \* Complimentary Food and Wine Basket

## **STAGE SPONSOR**

**\$1,250**

- \* Name and logo in advertising, promotions and on website
- \* Event signage on the Main Stage
- \* Opportunity to distribute promotional products or information to guests
- \* Half page ad in festival guide
- \* Reserved table and 10 festival tickets
- \* Complimentary bottle of Virginia Wine

## **SILVER SPONSORS**

**\$1,000**

- \* Name and logo in advertising, promotions, and on website
- \* Event signage
- \* Opportunity to distribute promotional products or information to guests
- \* Name and logo featured in festival guide
- \* Reserved table and 10 festival tickets
- \* Complimentary bottle of Virginia Wine

## **FESTIVAL SUPPORT SPONSORS**

**Negotiable**

Event services for recognition. Examples may include:

- Printing
- Equipment
- Media

## **TABLE SPONSOR**

**\$250**

- Reserved table and 8 festival tickets
- Complimentary bottle of Virginia Wine
- Listing in Festival Guide

## **PATRON SPONSOR**

**\$50**

- 2 festival tickets and a listing in Festival Guide

# Sponsorship Application



Levels of Sponsorship	
<input type="checkbox"/> Gold Sponsor	\$2,000
<input type="checkbox"/> Stage Sponsor	\$1,250
<input type="checkbox"/> Silver Sponsor	\$1,000
<input type="checkbox"/> Support Sponsor	Neg.
<input type="checkbox"/> Table Sponsor	\$250
<input type="checkbox"/> Patron Sponsor	\$50

- Notes to applicants:**
- \* Sponsorship is offered on a first come, first served basis.
  - \* To secure your sponsorship level for the 2010 Blacksburg Fork and Cork, please complete and return this form along with a 50% deposit.
  - \* The application must be received by February 28, 2010.
  - \* The balance is due in full on April 1, 2010.
  - \* Make all checks payable to The Blacksburg Partnership and send to the address below.
  - \* For more information or to discuss sponsorship opportunities, please contact:

The Blacksburg Partnership  
Blacksburg Fork and Cork  
506 South Main St.  
Blacksburg, VA 24060  
(540) 443-2008  
email: [info@blackburgforkandcork.com](mailto:info@blackburgforkandcork.com)

Company: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Mailing Address: \_\_\_\_\_

Deposit Enclosed: \$ \_\_\_\_\_

Signature: \_\_\_\_\_

Logo: Please submit your color logo in both jpeg and .eps vector format to [info@blackburgforkandcork.com](mailto:info@blackburgforkandcork.com)

**Proceeds**  
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 [stepintoblacksburg.org](http://stepintoblacksburg.org)