



April 12, 2018 | Leftbank Annex

Portland
GRAND TASTING

SPONSORSHIP OVERVIEW

ABOUT US

The Columbia Gorge Winegrowers Association (CGWA) is a non-profit trade organization that supports member vineyards, wineries and wine industry businesses of the Columbia Gorge region. Our marketing region includes both the Columbia Gorge AVA in its entirety and the bottom left corner of the Columbia Valley AVA. Both cross from Oregon to Washington.



This organization exists for the primary purpose of promoting the Columbia Gorge Wine Region and our annual Portland Grand Tasting is our big push to reach the Portland market and invite guests to visit the Gorge. We would be honored to partner with you to help spread the word about our very special wine region and its world-class wines.

Our targeted wine consumers are educated, range from 45-65 years of age, have a household income over \$100k and enjoy traveling at least 3 times each year.

Our membership consists of over 85 member businesses, representing over 200 wine industry professionals and wine industry supporters.

Portland Grand Tasting 2017 wineries included:

Stave & Stone Winery
Cerulean Wines
Major Creek Cellars
COR Cellars
Maryhill Winery
White Salmon Vineyard

Memaloose/Idiot's Grace
AniChe Cellars
Syncline Cellars
Jacob Williams Winery
Waving Tree Winery

The Pines Vineyard
Garnier Vineyards
Mt. Hood Winery
Wy'East Vineyards
Analemma Wines

Phelps Creek Vineyard
Viento Wines
Springhouse Cellar
Cathedral Ridge Winery
Hood Crest Winery



SPONSORSHIP BENEFITS

TOP TIER SPONSOR BENEFITS

- Top-tier logo feature in advertising, email promotion, printed materials, website, signage, sponsor slideshow and event program
- Social Media announcement and re-tweeting of relevant news

PRESENTING SPONSOR | \$7,500

- Leader to provide 3-5 minute introduction/toast to kick off event
- 3-5 pop-up signs with prominent placement at event (provided by sponsor, placement approved by CGWA)
- Banner displayed from VIP Lounge railing (provided by sponsor, sizing approved by CGWA)
- Display space on-site includes optional 6 foot table with two chairs
- 50-word company bio on website
- Ad space (600x600 maximum) in membership newsletter for 6 months (October- April, or for 6 months post sign-up)
- Ad space (600x300) in consumer newsletter
- 6 VIP tickets to distribute and 12 general admission tickets
- Promotional non-paper item inclusion in VIP swag bag
- Special offer feature in attendee thank you email

VIP LOUNGE SPONSOR | \$3,500 (exclusive)

- 2 pop-up signs in VIP Lounge with prominent placement at event (provided by sponsor, placement approved by CGWA)
- Banner displayed from VIP Lounge railing (provided by sponsor, sizing approved by CGWA)
- Display space on-site includes optional 6 foot table with two chairs
- Ad space (600x400) in membership newsletter for 6 months (October- April, or for 6 months post sign-up)
- 4 VIP tickets to distribute and 8 general admission tickets
- Promotional non-paper item inclusion in VIP swag bag

TOP TIER▶

SPONSORSHIP BENEFITS

MID TIER SPONSOR BENEFITS

- Mid-tier logo feature in advertising, email promotion, printed materials, website, signage, sponsor slideshow and event program
- Social Media announcement and re-tweeting of relevant news
- 2 VIP tickets to distribute and 5 general admission tickets

EVENT SPONSOR | \$2,500

- Ad space (600x200) in membership newsletter for 3 months (April-June, or for 3 months post sign-up)
- Display space on-site with bistro table

PHOTO BOOTH SPONSOR | \$2,500 (limit 1 sponsor)

- Sponsor logo featured on all photo booth images
- 1 pop-up sign placed near photo booth (provided by sponsor, placement approved by CGWA)
- Ad space (600x200) in membership newsletter for 3 months (April-June, or for 3 months post sign-up)

GLASSWARE SPONSOR | \$2,000 (limit 1 sponsor)

- Sponsor logo on all wine glassware used for the consumer portion of our Portland tasting event
- Opportunity to put promotional coupon or offer for your business in each glass
- Ad space (600x200) in membership newsletter for 3 months (April-June, or for 3 months post sign-up)
- Opportunity to purchase additional glassware at discounted cost with just your logo for your events/gifts

BAG SPONSOR | \$2,000 (limit 1 sponsor)

- Sponsor logo on all VIP bags for event (bags provided by sponsor)
- Opportunity to include promotional non-paper item in VIP swag bag
- Ad space (600x200) in membership newsletter for 3 months (April-June, or for 3 months post sign-up)

FOOD/BEVERAGE SPONSOR | \$2,000

- Logo feature on signage for all food/beverage tables/bars
- 1 pop-up sign with prominent placement at event (provided by sponsor, placement approved by CGWA)
- Ad space (600x200) in membership newsletter for 3 months (April-June, or for 3 months post sign-up)

MID TIER

SPONSORSHIP BENEFITS

BASE TIER

BASE TIER SPONSOR BENEFITS

RADIO STATION SPONSOR | \$1,500

- Sponsor radio station played throughout event
- Opportunity to broadcast live from the event
- 1 pop-up sign with prominent placement at event (provided by sponsor, placement approved by CGWA)
- Logo feature in advertising, email promotion, printed materials, website, signage, sponsor slideshow and event program
- 4 general admission tickets

CONTRIBUTING SPONSOR | \$1,000

- Logo feature in advertising, email promotion, printed materials, website, signage, sponsor slideshow and event program
- 3 general admission tickets

GRAND TASTING EXHIBITOR | \$750

- Logo feature in event program"
- Display space on-site with bistro table
- 2 general admission tickets

INDUSTRY SUPPORTER | \$500

- Logo feature in event program
- Ad space (200x200) in membership newsletter for 3 months (April-June, or for 3 months post sign-up)
- 2 general admission tickets

GET IN TOUCH

CONTACT

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JOIN THE CONVERSATION

   @GorgeWine

EVENT DETAILS

Date April 12, 2018

Place LeftBank Annex | Portland, OR

