



Dear Hudson Valley Business Owner,

Now in its 23<sup>rd</sup> year, the Bounty of the Hudson Wine & Food Festival is still one of the most unique events of its kind in the Hudson Valley! This exciting event will take place at the Ulster County Fairgrounds in beautiful New Paltz, NY, on Saturday, June 16, 2018 from 12:00 noon to 5:00pm each day. Bounty of the Hudson brings together all 13 member wineries of the Shawangunk Wine Trail and other top Hudson River Region wineries, distilleries, cideries and this year for the first time we will also feature select breweries. Festival goers will enjoy side-by-side tastings and a variety of select local farm-to-table food producers, choice artisan and craft vendors and Hudson Valley food trucks serving up epicurean delights, plus live music, all in a beautiful country setting.

The enthusiasm for this event is contagious, and we want the Hudson Valley and your business to shine as you enjoy being a part of the success. I invite you to participate this year by becoming a sponsor. As a sponsor, your company will be showcased in pre-event marketing and throughout the event. Our sponsorship packages are designed to offer your business a variety of options to achieve terrific exposure via multiple promotional opportunities.

Bounty of the Hudson will be publicized in numerous high profile regional publications in print and online, as well as radio advertisements reaching the tri-state area and beyond and, targeted advertising through social media and email subscribers. Become a sponsor, and you can enjoy the benefits of all of this publicity, too! Advance tickets for the event as well as event promotions have already begun.

Take advantage of one of our sponsorship levels to:

- Launch a new product or new model with sampling or demonstrations in our main event tent.
- Reward employees and clients with tickets to the Bounty Festival and/or Hudson Valley Wine Tasting Passports.
- Expose your brand with signage and co-branded advertising before, during and after the event.

Please take a few minutes to review the following information. If you have any questions feel free to contact me at the number or email listed at the top of this letter. Thank you for taking the time and I look forward to hearing from you soon!

Cheers,

Jude DeFalco  
Operations Manager  
Shawangunk Wine Trail



## 2018 BOUNTY OF THE HUDSON WINE & FOOD FESTIVAL SELECT YOUR SPONSOR COMMITMENT LEVEL

### ❑ PLATINUM SPONSOR - \$3000

- ❖ Business logo printed on event souvenir wine glass (given to all attendees upon entry)
- ❖ (2) Dedicated vinyl banners with business logo displayed at main entrance and exit
- ❖ Web banner linked to your website on Bounty website home page through 2018
- ❖ Business logo linked to your website on sponsor page on Bounty website through 2018
- ❖ 10 x 10 vendor space (Includes table and 2 chairs)
- ❖ Business logo printed on event wine tasting program (given to all attendees upon entry)
- ❖ Business mentioned in all social media posts promoting the event
- ❖ Business recognition announcements from main stage throughout the day
- ❖ (6) 2018 Hudson Valley Wine Tasting Passports (Includes wine tastings at all 13 SWT wineries)
- ❖ (10) Tasting tickets to Bounty of the Hudson (also includes 10 event souvenir wine glasses)

### ❑ DIAMOND SPONSOR - \$2000

- ❖ (2) Dedicated vinyl banners with business logo displayed at event entrance and exit
- ❖ Web banner linked to your website on Bounty website home page through 2018
- ❖ Business logo linked to your website on sponsor page on Bounty website through 2018
- ❖ 10 x 10 vendor space (Includes table and 2 chairs)
- ❖ Business mentioned in all social media posts promoting the event
- ❖ Business recognition announcements from main stage throughout the day
- ❖ (6) 2018 Hudson Valley Wine Tasting Passports (Includes wine tastings at all 13 SWT wineries)
- ❖ (10) Tasting tickets to Bounty of the Hudson (also includes 10 event souvenir wine glasses)

### ❑ GOLD MEDAL SPONSOR - \$1000

- ❖ Business logo linked to your website on sponsor page on Bounty website through 2018
- ❖ Business logo on (2) vinyl sponsor recognition banners at main entrance and exit
- ❖ Business logo link on Event Website Sponsor Page
- ❖ Business recognition announcements from main stage throughout the day
- ❖ (4) 2018 Hudson Valley Wine Tasting Passports (Includes wine tastings at all 13 SWT wineries)
- ❖ (8) Tasting tickets to Bounty of the Hudson (also includes 8 event souvenir wine glasses)

### ❑ SILVER MEDAL SPONSOR - \$500

- ❖ Business logo on (2) vinyl sponsor recognition banners at main entrance and exit
- ❖ Business logo linked to your website on sponsor page on Bounty website through 2018
- ❖ Business recognition announcements from main stage throughout the day
- ❖ (2) 2018 Hudson Valley Wine Tasting Passports (Includes wine tastings at all 13 SWT wineries)
- ❖ (6) Tasting tickets to Bounty of the Hudson (also includes 6 event souvenir wine glasses)

### ❑ BRONZE MEDAL SPONSOR - \$300

- ❖ Business logo on (2) vinyl sponsor recognition banners at main entrance and exit
- ❖ Business logo linked to your website on sponsor page on Bounty website through 2018
- ❖ Business recognition announcements from main stage throughout the day
- ❖ (2) 2018 Hudson Valley Wine Tasting Passports (Includes wine tastings at all 13 SWT wineries)
- ❖ (4) Tasting tickets to Bounty of the Hudson (also includes 4 event souvenir wine glasses)

Take advantage of this fabulous marketing opportunity today! Just complete the information below and send it along with your credit card payment information or your check made payable to Shawangunk Wine Trail.

**Choose your 2018 Bounty of the Hudson Wine & Food Festival Sponsorship Level**

- Platinum Sponsor - \$3000
- Diamond Sponsor - \$2000
- Gold Medal Sponsor - \$1000
- Silver Medal Sponsor - \$500
- Bronze Medal Sponsor - \$300

Business Name \_\_\_\_\_  
*(Please print clearly)*

Contact Person \_\_\_\_\_ Daytime Phones \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Email \_\_\_\_\_

Website Address: \_\_\_\_\_ Do you have a Facebook page? Yes \_\_\_ No \_\_\_

\_\_\_\_ Enclosed is my check made payable to: Shawangunk Wine Trail  
Mail to: Shawangunk Wine Trail, P.O. Box 526, Marlboro, NY 12542 (Attn: Bounty Festival)

**This completed form with payment must be postmarked no later than May 1, 2018**

To pay by credit card please select card type  
MasterCard \_\_\_ VISA \_\_\_ AmEx \_\_\_ Discover \_\_\_

Credit Card # *(print clearly)* \_\_\_\_\_ Exp. Date: (month/year) \_\_\_/\_\_\_

3 digit security code on back of card \_\_\_\_\_ Zip Code associated with card \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Card Holders Signature \_\_\_\_\_

You may complete the form and make a secure payment by phone by calling 845-256-8456 Monday through Friday from 9:00am to 5:00pm. This completed form and CC payment info can also be scanned and emailed back to [jude@GunksWine.com](mailto:jude@GunksWine.com)

**PLEASE NOTE: YOUR COMPLETED FORM AND PAYMENT MUST BE RECEIVED NO LATER THAN MAY 1, 2018.**

*Thank You!*