

WANTING ON THE LANE

CONFIDENTIAL AND PROPRIETARY NATURE OF PROPOSAL:

This proposal is proprietary to Go Party, LLC and its affiliates (collectively "Go Party"). Go Party reserves all rights in such proposal. Accordingly Sponsor agrees to protect the confidentiality of all information contained in this document, except as may be required by any applicable law, government order, or regulation, or by order or decree of any court of Competent jurisdiction. Sponsor shall not, without prior written consent of Go Party, publicly divulge, announce or in any manner disclose to any unrelated third party, any information or matters revealed herein, or any of the specific terms and conditions of this proposal, and each party shall do all such things as are reasonably necessary to prevent any such information from becoming known to any party other than the parties to this proposal. Go Party and Sponsor understand that there will be additional details, including but not limited to legal and financial details, which will require further negotiation and discussion between the parties. It is understood that Go Party will not be obligated to Sponsor or any other entity until a written agreement approved by Go Party corporate office has been executed by both parties.

 **Event Information & Details**

Event Time 3pm – 7pm

Join us as we travel through different regions spanning the globe. Sample wine from National and International vineyards. There is an “Around the World” theme focusing on cultural regions with wine and food in each selected area. Live music entertainment and lots of fun to benefit non profits.

Engagement

Digital Campaign

- Aggressive social media, web, email, mailing list, and digital press campaign

Print Campaign

- Detailed posters, print press, street signs, banners, advertisement vehicle, and table tents.

Branding & Print

- Event shirts, hats, stickers, banners, and vehicle wrap

Media Outlet partnerships

- Multiple industry partnerships with various business, music, magazine, radio, and email.

Public Media

- Proactive and personal campaigns with local tv, radio, and radio personalities.

 **Packages****Title Sponsor**

(One Available)

\$5,000

Rights, Marks & Exclusivity

- Category Exclusivity
- Rights to the WINE ON THE LAKE property mark and logo in pre-approved advertising, marketing, and packaging material
- Logo on all Official WINE ON THE LAKE signage
- Known as the Title sponsor of WINE ON THE LAKE

On-Site Entitlements

- (1), Fifteen (15) second video presentation to greet and welcome the audience
- Exclusive Live Stage Mentions as the Title Sponsor
- (4) 10 x 10 vendor booths
- Promotion material & product placement throughout the venue
- Banners placed throughout Venue

Hospitality

- (10) VIP Tickets
- (20) General Admission Tickets
- Opportunity to purchase a limited number of designated Tickets Prior to the public sale date.

Media Entitlements

- WINE ON THE LAKE website featuring the name and/or logo of the title sponsor
- Links from WINE ON THE LAKE website to the sponsor site
- Featured on all WINE ON THE LAKE Radio, Television and print media elements
- Featured in WINE ON THE LAKE Social Media

Public Relations

- Recognition at the WINE ON THE LAKE Press Conference
- Recognition in all WINE ON THE LAKE regional and national press releases
- Sponsor will be included in all promotional e-vites

Platinum Sponsor

\$2,500

Rights, Marks & Exclusivity

- Category Exclusivity
- Rights to the WINE ON THE LAKE property mark and logo in pre-approved advertising, marketing, and packaging material
- Logo on all Official WINE ON THE LAKE signage

On-Site Entitlements

- Exclusive Live Stage Mentions as the Platinum Sponsor
- (2) 10 x 10 vendor booths
- Promotion material & product placement in limited areas of the venue

Hospitality

- (5) VIP Tickets
- (10) General Admission Tickets
- Opportunity to purchase a limited number of designated Tickets Prior to the public sale date.

Media Entitlements

- WINE ON THE LAKE website featuring the name and/or logo of the Platinum Sponsor
- Links from WINE ON THE LAKE website to the sponsor site
- Selected Radio, Television and print media elements
- Featured in WINE ON THE LAKE Social Media

Public Relations

- Recognition at the WINE ON THE LAKE Press Conference
- Recognition in all WINE ON THE LAKE regional and national press releases
- Sponsor will be included in all promotional e-vites

Packages (cont.)

Gold Sponsor

\$1,000

Rights, Marks & Exclusivity

- Rights to the WINE ON THE LAKE property mark and logo in pre-approved Advertising, marketing, and packaging material

On-Site Entitlement

- Exclusive Live Stage Mentions as Gold Sponsor
- (1) 10 x 10 vendor booths

Hospitality

- (4) VIP Tickets
- (5) General Admission Tickets
- Opportunity to purchase a limited number of designated Tickets Prior to the public sale date.

Media Entitlements

- WINE ON THE LAKE website featuring the name and/or logo of the Gold Sponsor
- Links from WINE ON THE LAKE website to the sponsor site
- Selected Radio, Television and print media elements
- Featured in WINE ON THE LAKE Social Media

Public Relations

- Recognition at the WINE ON THE LAKE Press Conference
- Sponsor will be included in all promotional e-vites

Silver Sponsor

\$500

Rights, Marks & Exclusivity

- Rights to the WINE ON THE LAKE property mark and logo in pre-approved Advertising, marketing, and packaging material

One-Site Entitlements

- Exclusive Live Stage Mentions as Silver Sponsor
- (1) 10 x 10 vendor booths

Hospitality

- (4) General Admission Tickets
- Opportunity to purchase a limited number of designated Tickets Prior to the public sale date.

Media Entitlements

- WINE ON THE LAKE website featuring the name and/or logo of the Silver Sponsor
- Links from WINE ON THE LAKE website to the sponsor site
- Selected Radio, Television and print media elements
- Featured in WINE ON THE LAKE Social Media

Public Relations

- Recognition at the WINE ON THE LAKE Press Conference
- Sponsor will be included in all promotional e-vites



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