



OXFORD
BOURBON
FESTIVAL

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SPONSORSHIP PACKET
MARCH 30-31, 2018
THE LYRIC THEATER
& KING'S RESTAURANT
OXFORD, MS

Sponsorship Benefits:

- Showcase your brand at the Inaugural Oxford Bourbon Festival
- Gain exposure through our targeted and effective marketing campaign; encompasses radio, print, online and social media
- Build customer relationships and find new customers
- Entertain clients in our specialty VIP area

Additional Benefits

Media Presence

- Radio
- Print
- Television

Marketing Collateral

Posters/Rackcards

- Online and Social Media
Facebook, Twitter, Website
- Email Marketing
E-Blast circulation of 9,000+
- Onsite Marketing
Banners placed at key Festival points
- Product Sampling
Vendor Space available for samples, products



Sponsorship Opportunities

SATURDAY GRAND TASTING

Presenting Sponsor \$10,000

- 10 VIP tickets
- 8 Grand Tasting Tickets
- Banner at entrance of event (provided by sponsor)
- Logo on promotional material
- Inclusion in Email Blasts, Social Media
- Stage Announcement Recognition
- Logo and Hotlink on Oxford Bourbon Festival website
- 10'x10' Vendor Booth Space

Stage Sponsor \$5,000

- 6 VIP tickets
- 4 Grand Tasting tickets
- Banner on the stage (provided by sponsor)
- Stage Announcement Recognition
- Logo on promotional material
- Hotlink on Oxford Bourbon Festival website
- Inclusion in Email Blasts, Social Media
- 10'x10' Vendor Booth Space

Glass Sponsor \$4,000

- 4 VIP tickets
- 4 Grand Tasting Tickets
- Logo/name on event glass
- Logo on promotional material
- Hot link on the Oxford Bourbon Festival website
- Stage mention

VIP Green Room Sponsor \$2,500

- 4 VIP tickets
- 2 Grand Tasting Tickets
- Banner in the VIP Green Room (provided by sponsor)
- Logo on promotional material
- Hot link on the Oxford Bourbon Festival website
- Display table or 10' x 10' booth space

(continued)

Shuttle Sponsor \$2,500

- 4 VIP tickets
- 2 Grand Tasting Tickets
- Banner on the shuttle buses and at Festival shuttle area (provided by sponsor)
- Hot link on the Oxford Bourbon Festival website

Lanyard Sponsor \$2,000

- 4 VIP tickets
- 2 Grand Tasting Tickets
- Logo or Business name on event lanyard
- Hot link on the Oxford Bourbon Festival website

Wristband Sponsor \$1,500

- 2 VIP tickets
- 2 Grand Tasting Tickets
- Logo or Business name on wristbands
- Hot link on the Oxford Bourbon Festival website

Games Sponsor \$500

- 6 Grand Tasting Tickets
- Banner at the Grand Tasting Game Area (provided by sponsor)
- Hot link on the Oxford Bourbon Festival website

Water Sponsor \$500

- 6 Grand Tasting Tickets
- Banner at the Grand Tasting Water Stations (provided by sponsor)
- Hot link on the Oxford Bourbon Festival website

Sponsorship Opportunities

FRIDAY BOURBON DINNER

Presenting Sponsor \$2,500

- 4 VIP tickets
- 2 Grand Tasting Tickets
- Banner at entrance of event (provided by sponsor)
- Logo on promotional material
- Hot link on the Oxford Bourbon Festival website

Glass Sponsor \$800

- 2 VIP tickets
- Logo/Business name on event glass
- Logo on promotional material
- Hot link on the Oxford Bourbon Festival website

For more information or to discuss your participation as a sponsor contact:

Jan Linders 662.202.4345
sponsor@oxfordbourbonfestival.com

SPONSORSHIP COMMITMENT FORM

TO ENSURE FULL SPONSORSHIP BENEFITS, PLEASE RETURN FORM BY MARCH 1, 2018.

Choose your sponsorship level:

Saturday Bourbon Talk Series- Grand Tasting

- Presenting Sponsor: \$10,000
- Stage Sponsor: \$5,000
- Glass Sponsor: \$4,000
- Green Room Sponsor: \$2,500
- Shuttle Sponsor \$2,500
- Lanyard Sponsor: \$2,000
- Wristband Sponsor: \$1,500
- Games Sponsor: \$500
- Water Sponsor: \$500

Friday Reception & Beer Dinner

- Presenting Sponsor: \$2,500
- Glass Sponsor: \$800

Provide sponsor information:

Company name: _____

Main Contact: _____

Title: _____

Email: _____

Mailing Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Website: _____

Payment information: Payment by: Check Credit Card N/A

Total Due: _____ Credit Card Number: _____

Expiration Date: _____

Card Signature: _____

Please submit completed form with payment information (credit card information or check) by mail, email, phone or fax. For more information about sponsorship opportunities or to discuss in-kind sponsorships, please contact Jan Linders by phone or email.

Oxford Bourbon Festival
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