

2012

CORPORATE BROCHURE

the fifth annual

TASTE OF PENNSYLVANIA

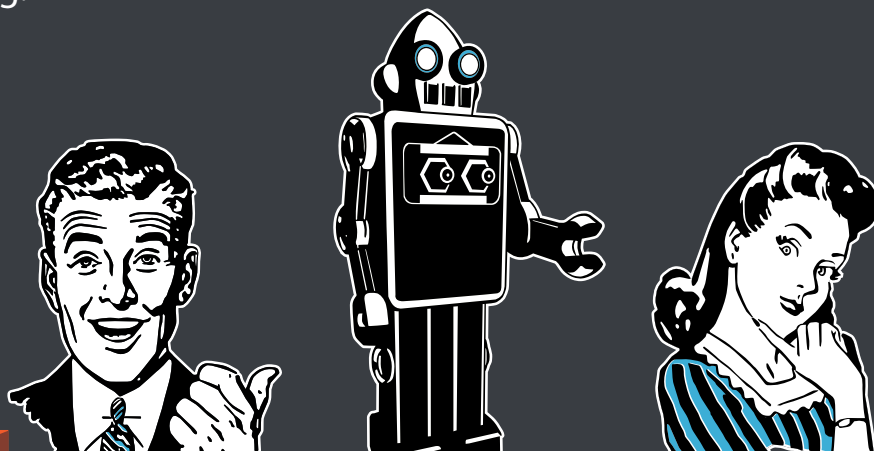
WINE AND MUSIC FESTIVAL

may nineteenth & twentieth 1-6pm

at the york fairgrounds



Each year, thanks to our Taste of Pennsylvania and Yorktoberfest events, we are able to donate more than \$15,000 to local, state, and national organizations such as the Children's Miracle Network, Boy/Girl Scouts, Stewards of the Lower Susquehanna, Ambulance clubs, fire departments, and many more. Inside this guide, you will find the preposterously valuable ways you can advertise at our festivals and help us continue giving.



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ABOUT THE FESTIVAL

The Taste of Pennsylvania is our sampling of the many great wineries from across the state together with live music and fresh food. Patrons can purchase a wine sampling pass to enjoy nearly limitless samples in your souvenir wine glass from 1-6pm or usher in the evening with a tour of the rich history of PA brews from 6-9pm in the Yorktoberfest Beer Garden.

DRINK

Admission to the festival is free—you pay only if you want to drink. Talk with the vintners and enjoy limitless sampling of wines from across the state during the day or usher in the evening with a tour of PA brews.



DON'T DRINK

-Or- let your friends buy you a Designated Driver pass and proudly display your free t-shirt while sipping on your free water all day!



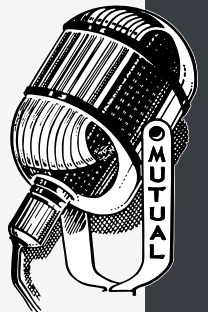
VIP TASTING

To celebrate our 5th Anniversary, we are offering VIP passes that grant magical access to enter the festival an hour early for a private tasting and a free t-shirt.



RELAX AND ENJOY

Relax with a bottle of wine and enjoy live music on our main stage provided by local artists. It can't get much better!



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MARKETING

Few things are more important than properly marketing your product. Each year, we explore options to generate interest and awareness of our festivals. With two festivals, we are able to iterate that approach even faster. Based on past success and future plans, below are a few of our marketing plans for the year.

DOUBLE THE BUDGET

The numbers don't lie: We've found that every dollar spent on advertising will generate significantly more than a dollar in revenue. So, with your help, we will double our marketing budget this year. Even the participants are on board and happily paying higher fees knowing that money is going into marketing exclusively.



PRINT

600 plus posters distributed to many of our participants and supporting local businesses including 208 distributed through a coveted partnership in every state store in Central PA.

PARTNERSHIPS

We are currently working with a growing list of local businesses for cross-promotion (including corporate picnics) and distribution of our tickets (Shurfine Markets and local small businesses).

RADIO, RADIO, RADIO!

Where is most of that budget going to go? Radio. After testing the waters in a few places, we've decided that radio is the first place to hit a critical mass of marketing dollars. In addition, we have multiple partnerships with local and regional radio stations that we will utilize to properly market the event with more than \$10,000 worth of advertising.



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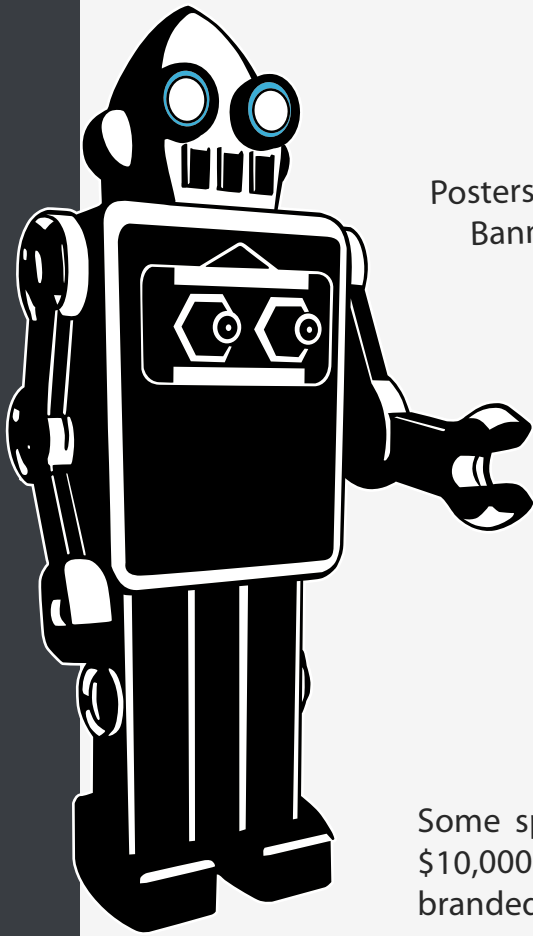
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WHAT'S IN IT FOR YOU

One size doesn't fit all. Below, you will find a list containing many of the ways we can offer exposure at our event. Following that are various sponsorship categories to help you get an idea of what we have to offer. Nothing is written in stone, so we encourage you to look at what we have and propose something to fit your needs. Here's what we have to offer—

SPACE AT THE EVENT

- To set up something—Anything really
- To promote your organization to potential members
- To drop off some of your own advertising agents or apparatuses
- For product placement, such as goodie bags, vehicles, tents...



PRINT ADVERTISING

- Posters in wineries, sales locations, and anywhere else we can
- Banners—almost everywhere—front gate, stages, food court
- Goodie-bag logo space and stuffer space
- Goodie-bag inserts and items
- Printed name on souvenir glasses

BRANDING

- The [your name] VIP Hour
- The Yorktoberfest Beer Garden presented by [your name]
- Taste of Pennsylvania presented by [your name]
- The [your name] Designated Driver Program
- The [your name] Stage

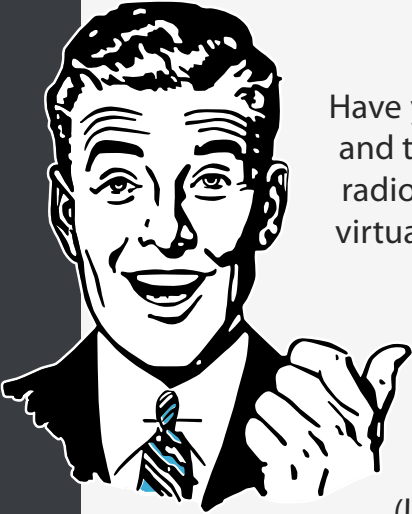
RADIO

Some sponsorships get exclusive access to all or a portion of our \$10,000+ in radio advertising across three local stations. Pick up a branded sponsorship or just buy airtime outright as a media sponsor.

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EXAMPLES



\$6,000ish – TASTE OF PA PRESENTED BY: [YOUR NAME]

Have your name and logo plastered on glasses, posters, banners, websites and the airwaves—in a classy sort of way of course. With more than \$10k in radio advertising alone, you can't get a better deal! Additionally, you get virtually unlimited leeway at the event itself. Make it work for you!

GLASSES – *\$400+*

Through the marvels of modern factory technology, we provide free souvenir glasses to each of our attendees. Place your company name on the glass with other companies for \$400 (small listing) or \$600 (large listing limited in number). Either way, these glasses go home with nearly 4,000 people each year, and we give them away year round! A truly amazing piece of advertising.

\$600ish – YORKTOBERFEST BEER GARDEN PRESENTED BY: [YOUR NAME]

To cross promote our October festival "Yorktoberfest" we are hosting a limited ticket beer garden to showcase what PA really has to offer. Get your name out there by presenting this garden and we will mention you on all paid radio advertisements and posters distributed.

THE [YOUR NAME] VIP HOUR – *\$600ish*

VIPs get in an hour early, premium goodie bags and a free t-shirt. Get your name out there by sponsoring this hour and we will mention you on all paid radio advertisements and brand your name on the physical tickets.



anyone's guess – **MEDIA**

A strong word-of-mouth is great, but we want more. Become a media sponsor by granting us access to cash that we can use to purchase advertising. In exchange, your name will surely make its way onto that advertising. Or, find a unique way to partner with

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MORE EXAMPLES



PRODUCT PLACEMENT

Utilize our grounds in some interesting fashion. Place vehicles around the grounds, give out cheese or some product, demo something somewhere. Anything else you can think of to show people how awesome your product is—we will work with you to make something happen.

\$250ish – BACK OF THE TICKETS

Tickets are distributed to all Central PA Shurfine locations and various other local stores. Get your coupon or advertisement on the back of them.

GOODIE-BAGS

Tested and proven at two festivals, make sure to get your logo on the bag this year or place something inside for added exposure. Want to reach the perfect audience? Place something in the VIP-only bags.

\$1000ish – THE [YOUR NAME] STAGE

Each year, we provide amazing local and semi-local talent for our guests enjoyment. Get your banner up on the stage or have our guests sit in front of YOUR stage by underwriting our entire stage costs.

CORPORATE VENDOR – *\$300ish*

Maybe you just want a spot down in the bullpen with the rest of the vendors. Simple enough.

ALL THE OTHER STUFF

Didn't find what you were looking for? Many other opportunities exist to get the word out about your company including: golf carts, staff shirts, Designated Driver programs, giveaways, raffles, company picnics, etc. Give us a ring and we will talk!



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CONTACT US

BRIAN DUDLEY

INFO@YORKWINEFEST.COM

Brian handles vendors, wineries, sponsors, and most things money. Talk to him if you want to participate in the festival as a company, or if you are interested in contributing on a larger scale.

MATTHEW DAVIS

TASTEOPPA@GMAIL.COM
YORKTOBERFEST@GMAIL.COM

As our local guy in York, Matthew handles marketing, design, the web site, the beer, and most things local. Talk to him if you are interested in contributing to the festival or if you are interested in being a volunteer or sponsor!

717.814.8087

WWW.YORKWINEFEST.COM
WWW.YORKTOBERFEST.COM

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