

Great Lakes Festival

Wine, Beer, Spirits & Food 2015

Join us for the *largest* lifestyle festival of its kind in Western New York!



Hamburg Events Center May15-17th 2015 Hamburg, New York



Millennial consumers are about to become the largest sector of product and



lifestyle consumers in U.S. history! Utilizing highly targeted social media, digital marketing and the best in television and more, we only reach the most qualified consumers.

Highly educated, gainfully employed with large pay increases over the next 5-10 years, these frequent wine drinkers also have the ear of their friends. The best news is they want to learn about your company. Help us educate a generation of consumers set to revolutionize the U.S. market.

80% Are core wine drinkers, drinking wine & beverages at least once a week!

94% Will buy wines & beverages they tried & liked.

29.5 The average age of our attendees.

72K The average income of attendees.

78% Come to find products to purchase in the future and for many years to come!

35% Earn more than 70K per yr.

90% Have a college degree.

*Average attendee is willing to spend up to 2X the price they normally spend if they know they like a particular product!



The first annual Great Lakes Festival will be a showcase of the best Wine, Food, Craft Beer, Spirits and Beverages in the Northeastern United States.

It will feature two and a half days of the area's finest craft artisans and lifestyle companies. You'll live the life of luxury surrounded by friends and people like yourself who want to learn about new and upcoming products and services. We'll be giving away an opportunity to sit on the beaches of Jamaica in your own beachside condo, as well as a one year membership to Tri-County Country Club. One of WNY's most beautiful and challenging golf courses.

The background, the beautiful Events Center at the Hamburg Fairgrounds. Home to one of the largest county fairs in America, the Erie County Fair, as well as events like Plantasia! The Western New York Outdoors Show, The Home and Garden Show and more!



Mark your calendars for May 15th, 16th and 17th and take part in one of the largest indoor festivals of its kind in Southern New York State!

Enjoy the sounds of one Buffalo's hottest DJ's; DJ Ace! Music from Western New York's finest musicians. Free Food Seminars, Mixology Demonstrations and The World's Best Wine Slush Competition!



Over 5,000 people will pass through the turnstiles per day, giving you an excellent opportunity to engage attendees and

show them what your company is all about.

Official Festival Title Sponsor Gold Package: \$10,000

Choice of Gold Sponsorship Element (see list below)

Your choice of company booth / display size, perfect for your companies needs:

- 10 x 10
- 10 x 20
- 10 x 30
- Customizable space is available

Additional product display, corporate logos, on Element Choice (i.e.: Culinary Stage, Mixology Stage, Music Stage, etc.)

Co-Sponsorship of VIP Packages and Saturday Evening VIP Hospitality Party

Logo inclusion on all printed Festival materials, Marketing & Advertising pieces from time of agreement

Logo inclusion, Official Sponsor status in all Marketing Opportunities: Television, Print, Radio, Official Festival Poster

Pa advertisements throughout the event highlighting your sponsorship and booth location

Full page, full color advertisement in the Official Festival Taster's Guide

20 VIP Packages, VIP Parking / 40 Two Day Festival Passes / 40 One Day Festival Passes

- All tickets include admission to Festival, Official Festival Glass, Tray, Taster's Guide



Official Festival Co Sponsor Silver Package: \$5000

Choice of Silver Sponsorship Element (see list below)

Choice of company booth / display size:

- 10 x 10
- 10 x 20
- Additional product display, corporate logos, on Element Choice (i.e.: Official Food or Beverage Sponsor areas, etc.)

Admission for Company Display Staff to attend Saturday Evening VIP Hospitality Party

Logo inclusion on Festival Marketing elements throughout the Festival grounds

Half page full color advertisement in Official Festival Taster's Guide

Pa advertisements throughout the Festival as Official Co Sponsor of event

12 VIP Packages, VIP Parking / 20 Two Day Festival Passes / 20 One Day Festival Passes

Festival Sponsor Bronze Package: \$2000

Choice of Bronze Sponsorship Element: (see list below)

10 x 10 company booth / display

Quarter page advertisement in Official Festival Taster's Guide
6 VIP Packages / 10 Two Day Festival Passes / 10 One Day Festival Passes



GOLD SPONSORS

- Official Bank Sponsor
- Official Entertainment Stage Sponsor
- Entertainment Pavilion Sponsor
- Festival Plate Sponsor
- Festival Glass Sponsor
- VIP Room Sponsor

SILVER SPONSORS

- Wine & Food Stage Sponsor
- Mixology Stage Sponsor
- Official Chocolate Sponsor
- Official Cheese Sponsor
- Official Coffee Sponsor
- Official Beer Sponsor
- Official Water Sponsor

BRONZE SPONSORS

- Official Bread Sponsor
- Official Gourmet Oil
- Festival Shirt Sponsor
- Festival Poster Sponsor
- Exhibition Space / Sampling Opportunities

FESTIVAL VIP / INDUSTRY LAUNCH PARTY / Corporate Cabanas

- Launch Party Presenting Sponsor
- Photo Booth Sponsor
- Chef Gift Bags (Multiple Opportunities)
- Celebrity Headliner Gifts (Multiple Opportunities)
- VIP Grand Tasting Gift Bags / Insert Opportunities (Multiple Opportunities)

THE CULINARY STAGE

- Presenting Sponsor
- Wine Pairing Session
- Cheese & Wine Pairing
- Chocolate & Wine Pairing
- Cigar Pairing Sponsor
- Whiskey Pairing Sponsor

MEDIA SPONSORS

- Category / Community Exclusive: Television / Newspaper / Magazine / Social Media
- Event Magazine Advertising
- Taster's Guide Advertising



Customizable Sponsorship Packages are available. For more information, or to speak directly to our Festival Team, contact us at:

Client Solutions Group – Great Lakes Festival
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866.836.2861 Email: glfevents@greatlakesfestival.com

Festival Website: www.GreatLakesFestival.com
Festival Twitter Account: www.twitter.com/@GreatLakesFest
Festival Facebook Account: www.facebook.com/GreatLakesFestival

Festival Team:

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