

2012
Sponsorship
Opportunities



March 5-10, 2012
www.hiltonheadwineandfood.com



Join us for Hilton Head Island's premier wine and culinary event.

The 27th annual, Hilton Head Island Wine & Food Festival

We invite you to join us as a partner in Hilton Head Island's premier gourmet food and wine event, **the 27th annual Hilton Head Island Wine & Food Festival, March 5 – 10, 2012.**

Becoming a sponsor of the Festival is an ideal way for you to support our community while being a part of a spectacular event that will enhance your marketing and networking opportunities. The event is presented by Hilton Head Island Wine & Food Festival, Inc., a not-for-profit organization. The Hilton Head Island Wine & Food Festival's Silent Auctions benefit educational opportunities for students in the Hospitality programs of study at the University of South Carolina Beaufort and the Technical College of the Lowcountry through the John T. and Valerie Curry scholarship fund.

For more information, please contact:

Jan Gourley, Festival Director,

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Phone: 843-812-5802

The Hilton Head Island Wine & Food Festival's Silent Auctions benefit educational opportunities for students in the Hospitality programs of study at the University of South Carolina Beaufort and the Technical College of the Lowcountry through the John T. and Valerie Curry scholarship fund.

Hilton Head Island Wine & Food Festival
P.O. Box 5097
Hilton Head Island, SC 29938
Phone: 843-686-4944
www.hiltonheadwineandfood.com

Schedule of Events

March 5-10, 2012

The 27th annual Hilton Head Island Wine & Food Festival brings together wine, spirits and food lovers for a six-day festival that kicks off with two Pre-Festival events in January. The Hilton Head Wine & Food Festival provides wine lovers and gourmet foodies alike, an opportunity to sample some outstanding domestic and international wines and some of the Lowcountry's best cuisine. There are various events throughout the six days, from the Great Chefs of the South Wine Dinners and Grand Wine Tasting, to the grand finale Wine & Food Fest, public tasting and Auction at the Coastal Discovery Museum at Honey Horn. Throughout each day of the Festival, you will find some of the country's top sommeliers, most notable Southern chefs, prestigious wineries, winemakers and distributors' all here on Hilton Head Island. Celebrating 27 years, the Hilton Head Island Wine & Food Festival's Silent Auctions benefit educational opportunities for students in the Hospitality programs of study at the University of South Carolina Beaufort and the Technical College of the Lowcountry through the John T. and Valerie Curry scholarship fund.



Hilton Head Island, South Carolina

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Pre-Festival Events – January 27 – 29, 2012

“Uncork” the Festival
Friday, January 27, 2012
Price and location TBD

Bring your own bottle and celebrate with us! This fun and festive party allows local and visiting wine enthusiasts to sample some outstanding wines and gourmet treats, kick-off the Festival judging, while rubbing elbows with the panel of International Wine Judges.



International Wine Judging & Competition
Saturday, January 28 &
Sunday, January 29, 2012

Invite only
Hilton Head Island Wine & Food Festival is among a limited few wine and food festivals throughout the country that incorporate an international judging component in its wine competition. A panel of esteemed judges and beverage professionals come together for two days to choose the select, award-winning wines.



Festival Events – March 5 – 10, 2012

Great Chefs of the South Wine Dinners
Monday, March 5 – 9, 2012

Locations and Times TBA
Prices range from \$55 per person to \$125 per person. Award-winning wines and melt-in-your-mouth meals are the perfect combination for the Great Chefs of the South Wine Dinners.



Grand Tasting

Friday, March 9, 2012
Sea Pines Resort, Harbour Town Conference Center
\$65 per person
5:30 – 7:30 p.m.

Sample a variety of domestic and international award-winning wines and gourmet delights. Wine representatives are on hand from the vineyards and distributors to answer any questions.



Wine & Food Fest

Saturday, March 10, 2012
Coastal Discovery Museum at Honey Horn
\$45 per person
12 p.m. – 3 p.m.

Admission includes a souvenir wine glass and access to all of the free tastings from the domestic and international wineries, vineyards, wine distributors and more.



Silent Auction

An opportunity to bid on an impressive lot of wines in the most extensive wine auction on Hilton Head Island.



Culinary Court

Sample Lowcountry favorites from a variety of restaurants and food purveyors.

Bartender's Challenge & Waiter's Race

Two fun and lively competitions that feature our local food and beverage celebrities, competing for cash prizes.

Outdoor Gourmet

Award-winning local and regional Chef's offer cooking tips, demonstrations and free samples of outstanding cuisine throughout the day.

Special Demonstrations/Events

- Health & Wellness Stage
- Celebrity Authors

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Festival Facts

What: 27th Annual
Hilton Head Island
Wine & Food Festival
www.HiltonHeadIslandWineandFood.com

When: Monday, March 5 – 10, 2012

Where/Cost: **The Great Chefs of the South Wine Dinners,
March 5 – 9, 2012**
Restaurant locations throughout Hilton Head Island
- TBD
Prices range from \$55 to \$125 per person - TBD

Grand Tasting, March 9, 2012
Sea Pines Resort, Harbour Town Conference Center
\$65 per person

Wine & Food Fest, Saturday, March 10, 2012
Coastal Discovery Museum at Honey Horn
\$45 per person

Overview: **The 27th Annual Hilton Head Island Wine & Food Festival, March 5 – 10, 2012, celebrates the best the Town of Hilton Head Island, South Carolina has to offer. The six-day event brings together culinary professionals and winemakers in several events throughout the week. Locals and tourists alike, save the date each year for this one-of-a-kind Island Festival. The event praised by local, regional and national media, is rich in local food culture and Southern tradition.**

Demographics: **Based upon 2011 findings from LRITI Research Firm and Tidal Consulting*

Significant Market Areas: Hilton Head Island, Bluffton, Beaufort Charleston, Columbia and Greenville-Spartnburg, SC; Savannah, Augusta, Atlanta, GA ; Asheville, Charlotte-Gastonia-Rock Hill and Raleigh-Durham, NC; Orlando-Kissimmee, FL; New York and Long Island, NY; New Jersey, Ohio, Pennsylvania and Ontario, Canada

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Attendee Profile:

- Gender: 62.5% Female and 37.5% Male
- Age: 11% 25 – 35; 14% 36 – 45; 36% 46 – 55; 28% 56 – 65
- Income: 8.5% under \$49,999; 12.3% \$50,000 - \$74,999; 17.7% \$75,000 - \$99,999; 15.4% \$100,000 - \$124,999; 46.1% over \$125,000
- Marital Status: 27.8% Single; 27.1% Married without children; 45.1% Married with children
- 56% attendees were from within 50 miles of Hilton Head Island; Outside of 50 mile radius of Hilton Head Island, mean distance traveled was approximately 368 miles
- 48.3% of people came to Hilton Head Island specifically for the 2011 Hilton Head Island Wine & Food Festival

Accommodation Type:

57% of the guests visiting Hilton Head Island will use our local accommodations, with another 9.5% staying at time share properties.

Charity:

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Marketing:

The 2012 Hilton Head Island Wine & Food Festival will embark on a new multi-media campaign this year, with television, radio, print, outdoor advertising and interactive marketing and promotions.

The 2012 Festival will implement aggressive promotional partnerships with tourism and hospitality partners for culinary accommodation and Festival ticketing packages. With a variety of events, locations and price points, there is a package to fit every Festival attendee's needs.

Discount Advance Ticket Sales will be available at convenient locations for the 2012 Festival.

Special emphasis will be devoted to Sponsor partners and promotions for 2012, with additional visibility in all aspects of marketing the Festival.

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Sponsorship General Information

The Hilton Head Island Wine & Food Festival offers sponsors the opportunity to have one-on-one interaction with both local and visiting high-end food and wine connoisseurs, guest celebrity chefs, noted authors, the media, beverage professionals (including wine buyers and distributors), restaurant and hotel owners, culinary establishment owners and more. Sponsors receive plentiful marketing exposure and, depending on the level of their support, are featured on the Festival's website as well as in direct mail pieces, the official program, signage, video presentations, and much more!



There are different categories of sponsorship available for companies and individuals who want to reach these markets. The Festival strives to create win-win partnerships and can customize opportunities based on specific needs.

Specific Sponsorships include:

Corporate Sponsors:

These are for cash and in-kind trade sponsors and provide overall Festival exposure. These sponsors receive broad exposure and, depending on the level, are considered either a Vintner, Sommelier, Connoisseur or Harvest sponsor. Corporate sponsorships range from \$25,000+ to \$5,000.

Hotel Sponsors:

Hotel sponsors are only available to those hotels who donate rooms for the Festival's VIP guests, chefs, authors, media and beverage professionals, or cash hotel sponsors. They receive specific hotel related benefits as part of the program. Special hotel packages will be created for 2012 Hilton Head Island Wine & Food Festival hotel sponsors only.

Restaurant Sponsors:

All participating restaurants are encouraged to become Festival supporters through this form of sponsorship, which provides specific, additional restaurant benefits. Sponsorships ranging from \$500 to \$2,000 are available.

Culinary Sponsors:

Culinary businesses that are not restaurants and want exposure can opt for this type of sponsorship, which is available for \$500.

Naming Right Sponsors:

These are the Festival's most popular sponsorships, however, they are only provided to those companies that are cash sponsors. Sponsorships range from \$1,500 to \$15,000 and provide a very specific naming right opportunity. These sponsors select a specific event, tent/ area or designation to sponsor and then the company name is associated with everything involving the event, tent/area or designation. This includes the sponsor's name and/or logo incorporated into part of the official name of the event or area, included in and featured on specialty items, ticketing and wristbands, signage, event décor and more.

Host Sponsors:

Locations that host a Festival event will be a host sponsor for that event and get specific exposure related to the event as well as other marketing exposure.

In-kind Donors:

A company that wishes to donate a needed product or service with a wholesale trade value of under \$3,000 is considered a donor. Donors have their company logo listed on the website with a link to their own site and, depending on value of their donation, receive other marketing exposure.

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Vintner (Signature/Title Sponsor)

\$25,000

As the Festival's Vintner (Signature, Title Sponsor) your company will have overall naming rights for the entire event. This sponsorship includes positioning your company's name year-round as part of the Festival's logo and having your name featured in all correspondence and marketing associated with the Festival. The Vintner (Signature, Title Sponsor) is limited to one company and is the premier opportunity for this event and presents category exclusivity.



Publicity / marketing benefits

- Listing as sponsor in invitation e-blasts to 50,000 + recipients, including local, regional and national media
- Banner ad, recognition and logo as sponsor on the Hilton Head Island Wine & Food Festival website, including a hyperlink bringing our visitors, your potential customers, directly to your website; Festival website generated over 100,000 views in 2011
- Inside Front or Back Cover full page ad in Grand Tasting and Wine & Food Fest programs
- Recognition as sponsor and logo inclusion in Festival-related social media, including Festival Facebook page, Twitter and other outlets; Festival social media currently attracts 3,000 followers
- Naming sponsor in all marketing and advertising (radio, television, print and outdoor)
- Inclusion in a series of Festival-related press releases directed to local and national media
- Recognition as sponsor in event advertising, which may include advertisements in the Island Packet/Beaufort Gazette, Savannah Morning News, CH2 Magazine, Hilton Head Monthly and other publications
- Premier Logo Placement and Recognition on event signage and projection screens throughout the weekend
- Opportunity to drive traffic to your locations with discount, Advance Ticket Sales program
- Opportunity to have logo printed on appropriate Festival materials (napkins, tasting trays and glasses, etc.)
- Opportunity to have a display table/booth at Grand Tasting and 20' x 20' tented space in center of all activities with company banner displayed as sponsor of event

Networking / business development benefits

- 25 V.I.P. Tickets to "Uncork" the Festival on Friday, January 27, 2012
- Two V.I.P. Tables of 8 to the Great Chefs of the South Wine Dinners, March 5 – 8, 2012 (Dinners of your choice)
- 20 V.I.P. Tickets to the Sponsor Recognition Reception at the Grand Tasting, Fine Wine and Food Tasting at Sea Pines Resort, Harbour Town Conference Center on Friday, March 9, 2012
- 20 V.I.P. Patron's Tickets to the Wine & Food Fest on Saturday, March 10, 2012 at Honey Horn
- 50 General Admission Tickets to the Wine & Food Fest on Saturday, March 10, 2012 at Honey Horn

Host Benefits

- Exclusive VIP suite for two at The Westin Hilton Head Island, for Friday, March 9 and Saturday, March 10, 2012
- Invitation for two to attend all year-round Festival-related events, including local wine tastings and other events featuring local celebrity chefs, fine wines and spirits
- Exclusive hotel rate at the The Westin Hilton Head Island during Festival weekend, as well as special rates on hotel services provided throughout the weekend.

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Sommelier

\$15,000



Publicity / marketing benefits

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- Logo as sponsor on the Hilton Head Island Wine & Food Festival website, including a hyperlink bringing our visitors, your potential customers, directly to your website; Festival website generated over 100,000 views in 2011
- Full page ad in Grand Tasting and Wine & Food Fest programs
- Recognition as sponsor and logo inclusion in Festival-related social media, including Festival Facebook page, Twitter and other outlets; Festival social media currently attracts 3,000 followers
- Sponsor mention in all marketing and advertising (radio, television, print and outdoor)
- Inclusion in a series of Festival-related press releases directed to local and national media
- Recognition as sponsor in event advertising, which may include advertisements in the Island Packet/Beaufort Gazette, Savannah Morning News, CH2 Magazine, Hilton Head Monthly and other publications
- Logo Placement and Recognition on event signage and projection screens throughout the weekend
- Opportunity to drive traffic to your locations with discount, Advance Ticket Sales program
- Opportunity to have a display booth, 20' x 20' tented space in center of all activities with company banner displayed as sponsor of event

Networking / business development benefits

- 12 V.I.P. Tickets to "Uncork" the Festival on Friday, January 27, 2012
- One V.I.P. Table of 6 to the Great Chefs of the South Wine Dinners, March 5 – 8, 2012 (Dinner of your choice)
- 10 V.I.P. Tickets to the Sponsor Recognition Reception at the Grand Tasting, Fine Wine and Food Tasting at Sea Pines Resort, Harbour Town Conference Center on Friday, March 9, 2012
- 10 V.I.P. Patron's Tickets to the Wine & Food Fest on Saturday, March 10, 2012 at Honey Horn
- 25 General Admission Tickets to the Wine & Food Fest on Saturday, March 10, 2012 at Honey Horn

Host Benefits

- Invitation for two to attend all year-round Festival-related events, including local wine tastings and other events featuring local celebrity chefs, fine wines and spirits
- Exclusive hotel rate at the The Westin Hilton Head Island during Festival weekend, as well as special rates on hotel services provided throughout the weekend.

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Connoisseur

\$10,000



Publicity / marketing benefits

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- Full page ad in Grand Tasting and Wine & Food Fest programs
- Recognition as sponsor and logo inclusion in Festival-related social media, including Festival Facebook page, Twitter and other outlets; Festival social media currently attracts 3,000 followers
- Sponsor mention in all marketing and advertising (radio, television, print and outdoor)
- Inclusion in a series of Festival-related press releases directed to local and national media
- Recognition as sponsor in event advertising, which may include advertisements in the Island Packet/Beaufort Gazette, Savannah Morning News, CH2 Magazine, Hilton Head Monthly and other publications
- Logo Placement and Recognition on event signage and projection screens throughout the weekend
- Opportunity to drive traffic to your locations with discount, Advance Ticket Sales program
- Opportunity to have a display booth, 20' x 20' tented space in center of all activities with company banner displayed as sponsor of event

Networking / business development benefits

- 6 V.I.P. Tickets to “Uncork” the Festival on Friday, January 27, 2012
- 4 V.I.P. Tickets to the Great Chefs of the South Wine Dinners, March 5 – 8, 2012 (Dinner of your choice on Monday, March 5 or Tuesday, March 6)
- 6 V.I.P. Tickets to the Sponsor Recognition Reception at the Grand Tasting, Fine Wine and Food Tasting at Sea Pines Resort, Harbour Town Conference Center on Friday, March 9, 2012
- 6 V.I.P. Patron’s Tickets to the Wine & Food Fest on Saturday, March 10, 2012 at Honey Horn
- 12 General Admission Tickets to the Wine & Food Fest on Saturday, March 10, 2012 at Honey Horn

Host Benefits

- Invitation for two to attend all year-round Festival-related events, including local wine tastings and other events featuring local celebrity chefs, fine wines and spirits
- Exclusive hotel rate at the The Westin Hilton Head Island during Festival weekend, as well as special rates on hotel services provided throughout the weekend.

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Harvest

\$5,000



Publicity / marketing benefits

- Listing as sponsor in invitation e-blasts to 50,000 + recipients, including local, regional and national media
- Logo as sponsor on the Hilton Head Island Wine & Food Festival website, including a hyperlink bringing our visitors, your potential customers, directly to your website; Festival website generated over 100,000 views in 2011
- Half page ad in Grand Tasting and Wine & Food Fest programs
- Recognition as sponsor and logo inclusion in Festival-related social media, including Festival Facebook page, Twitter and other outlets; Festival social media currently attracts 3,000 followers
- Sponsor mention in all marketing and advertising (radio, television, print and outdoor)
- Inclusion in a series of Festival-related press releases directed to local and national media
- Recognition as sponsor in event advertising, which may include advertisements in the Island Packet/Beaufort Gazette, Savannah Morning News, CH2 Magazine, Hilton Head Monthly and other publications
- Logo Placement and Recognition on event signage and projection screens throughout the weekend
- Opportunity to have a display booth, 20' x 20' tented space in center of all activities with company banner displayed as sponsor of event

Networking / business development benefits

- 4 V.I.P. Tickets to “Uncork” the Festival on Friday, January 27, 2012
- 2 V.I.P. Tickets to the Great Chefs of the South Wine Dinners, March 5 – 8, 2012 (Dinner of your choice on Monday, March 5 or Tuesday, March 6)
- 4 V.I.P. Tickets to the Sponsor Recognition Reception at the Grand Tasting, Fine Wine and Food Tasting at Sea Pines Resort, Harbour Town Conference Center on Friday, March 9, 2012
- 4 V.I.P. Patron’s Tickets to the Wine & Food Fest on Saturday, March 10, 2012 at Honey Horn
- 6 General Admission Tickets to the Wine & Food Fest on Saturday, March 10, 2012 at Honey Horn

Host Benefits

- Invitation for two to attend all year-round Festival-related events, including local wine tastings and other events featuring local celebrity chefs, fine wines and spirits
- Exclusive hotel rate at the The Westin Hilton Head Island during Festival weekend, as well as special rates on hotel services provided throughout the weekend.

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Naming Rights Sponsorships



Festival After Hours:.....\$3,000

NEW this year! Expect 200 - 300 attendees, reaching a variety of age markets but has strong appeal to young professionals and guest VIP attendees, the Festival's "party" (Business After Hours). Last opportunity to purchase discount, Advance Tickets.

"Uncork" the Festival & Media Event:.....\$5,000

200-300 attendees where the Festival's VIP Guest Chefs, International Judging Panel, Celebrity Authors, Beverage Professionals and Media come together with local VIP's and Festival Board members to have an intimate networking breakfast. Great event to reach the industry as well as key VIP's.

Great Chefs of the South Wine Dinners:.....\$10,000

1,000 attendees, all of Hilton Head Island's top chefs showcased, who's who of food and beverage industry, guests VIP arrival party, everyone from tourists and young professionals to serious foodies and wine connoisseurs

Culinary Court:\$7,500

An epicurean "food court" where all come to sample and feast on some of the Lowcountry's finest cuisine. NEW this year will be additional areas to linger, rest and lounge with friends.

Outdoor Gourmet:\$5,000

The Cooking Demonstrations take place inside the covered pavillion and there are 150-200 attendees per demonstration. Sponsor's logo will be appear on the cooking stage and will be part of official welcome and introductions for each demonstration, as well as part of the planning process for the event and more.

Silent Wine Auction:\$5,000

An opportunity to bid on an impressive lot of wines in the most extensive wine auction on Hilton Head Island. Serious, upscale wine collectors, high-end wine aficionados and regular cork-dorks get unbelievable deals here!

International Wine Judging:.....\$5,000

This sponsor is the official presenting sponsor, where a panel of esteemed judges and beverage professionals come together for two days to choose the select, award-winning wines.

Health & Wellness Stage:\$7,500

NEW this year! A tented stage area that will be located inside the Culinary Court, dedicated to heart healthy cooking. Inside the tent, there will be special themed and interactive demonstrations, talks, tastings and more that are themed and interactive all related to health and wellness. Opportunity to incorporate free health screenings.

Author Book Signing Tent:.....\$5,000

This sponsor is the official retailer for all of the book sales that take place during the Festival. This sponsor receives all of the profits directly from the book sales and assists with the selection of featured authors for the Festival. This is for those who love to cook and want to learn to more about cooking.

Official Wine Retailer:\$5,000

This sponsor is the official wine store at the Festival and all on-site wine sales are done through the Retailer. A premium location is provided to sell wines, and the Festival provides details on all of the wines being showcased at the various events. This sponsor receives all of the profits directly from all wine sales.

Waiter's Race:\$1,500

One of the Festival's most entertaining events! Watch skilled food and beverage professionals navigate their way through a tricky obstacle course with trays of wine.

Bartender's Challenge:.....\$2,500

Some of the Island's best and most creative libations come from this unique challenge of talented mixologists. Judging and sampling of various spirits and secret recipe special cocktails.

Customized "Official" Designation: \$1,500-\$15,000

If you are looking to become the "Official" supplier of something at the Festival (i.e. Official Bottled Water, etc.), a customized designation can be provided. As the "Official" company, the Festival will exclusively use your brand as designated.

Existing sponsors have first opportunity to select sponsorship and receive a discount and locked-in pricing if they sign a two-year agreement.

Benefits as a Naming Event Sponsor:

NOTE: Event Naming Right Sponsorships are not available to in-kind, only cash sponsors and can be treated as an additional Corporate Sponsorship. Event benefits will be detailed with each specific event commitment level.

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