



Friday, March 22, 2019 [4PM–10PM]
Saturday, March 23, 2019 [11AM–10PM]
Sunday, March 24, 2019 [11AM–5PM]

SPONSORSHIP / PROGRAM PARTNERSHIP

EVENT OVERVIEW

Wellington Bacon & Bourbon Fest!

The Village Council of Wellington officially welcomes back the Fourth Annual Wellington Bacon & Bourbon Fest!

Thanks to our partnership with the Village of Wellington the event will offer FREE ADMISSION! Held on the grounds surrounding the new Village of Wellington Community Center and amphitheater, the free event is scheduled for March 22-24, 2019. The Wellington Bacon & Bourbon Fest celebrates the most loved food in the universe – Bacon and the quintessential American liquor, Bourbon.

You can see last year's Bacon & Bourbon Fest on the Cooking Channels hit show, "Carnival Eats"! Noah Cappe and his crew spent three days celebrating with us at last year's event!

FESTIVAL FEATURES

The three-day event offers **FREE ADMISSION** to guests and is held on the grounds surrounding the Village of Wellington Community Center and amphitheater, featuring live musical entertainment, artist & crafters, an eclectic menu of bacon infused culinary delights and a collection of over 40 bourbons and whiskeys for your tasting pleasure. The Fest also offers participants exclusive bacon and bourbon pairing seminars including exclusive Pappy Van Winkle tastings. South Florida's foremost Bourbon experts share the distiller's art and patient techniques in the seminars and tastings. All intended to enhance your knowledge and pleasure of American made Bourbon and whiskey.

An extensive bacon and bourbon sampling experience, food & bourbon pairing seminars, dining experiences, bacon-inspired dishes, live entertainment, bacon and bourbon camaraderie. It can't get any better.

MISSION

To inspire and connect diverse communities, by bringing people together thru cultural celebrations of music, art, culinary creations and education.

WHERE

Village of Wellington Community Center grounds & Amphitheater
1200 Forest Hill Blvd.
Wellington, FL 33414

WHEN

March 22—24, 2019

ATTENDANCE

Attendance 20,000+ over 3 days

ADMISSION

FREE

CONTACT

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www.baconbourbonfest.com

SPONSORSHIP / PROGRAM PARTNERSHIP

EVENT OVERVIEW

WHY BE A SPONSOR OF THE WELLINGTON BACON & BOURBON FEST?

The Wellington Bacon & Bourbon Fest celebrates the most loved food in the universe – Bacon and the quintessential American liquor, Bourbon.

The event provides select national and area companies the opportunity to market their brand and products to over 20,000 festival attendees and benefit from extensive social media campaigns, print, web, radio, signage and television marketing of the event. Also, the opportunity for on-site presence and direct contact with the affluent demographic that the Bacon & Bourbon Fest draws is extraordinary in the South Florida market.

We can develop a unique marketing campaign that allows your company to take maximum advantage of the broad array of advertising opportunities that the Bacon & Bourbon Fest generates.

Audience Age

| | |
|---------------|-----|
| 19-24 | 5% |
| 25-34 | 41% |
| 35-54 | 39% |
| 55-64 | 11% |
| 65 plus | 4% |

Income

| | |
|----------------------------|-----|
| Under \$50,000..... | 3% |
| \$51,000 - \$75,000 | 37% |
| \$76,000 - \$100,000 | 42% |
| \$101,000 plus..... | 18% |

Residency

| | |
|-------------------------|-----|
| Palm Beach County | 59% |
| Broward County | 38% |
| Elsewhere | 3% |

Web Site

www.baconbourbonfest.com

Week leading up to event:

34,663 sessions

90 Day exposure:

40,199 sessions

Facebook

We activate a social media campaign that generates tremendous response and attendance at our events. Outlined below is statistical analysis:

www.facebook.com/BaconBourbonFest

8,290 Fans

4,703 Page Views

202,760 LOCAL Reach

Radio Stations

iHeart Media - stations from West Palm Beach Cluster (WOLL- KOOL 105.5, WKGR- GATER 98.7, WZZR – Real Radio 94.3, WRLX – HD2, WAVE 93.3 and WLDI – WILD 95.5)

TV Station

WPBF-25

Billboard

Clear Channel Outdoor

Radio Stations

iHeart

Print

Posters, magazine and newspaper ads, billboard, post-cards, maps, website, banners, signage, message boards

SPONSORSHIP / PROGRAM PARTNERSHIP

SPONSOR LEVELS

TITLE SPONSOR—\$40,000

- * Premier location of 20 x 20 on-site booth space (Includes electric, tent, table and chairs)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.BaconBourbonFest.com
- * Headline Logo on all produced publicity (printed, web, email blasts)
- * Sponsorship exclusivity with official designation as Title Sponsor
- * Company history, corporate story and sponsorship commitment, featured in a press release
- * Title Sponsor of event in all media releases, ads, and follow-up public relations materials
- * Title Sponsor exposure on all signage, billboards and banners (both on and off site)
- * Sponsored Facebook Posts

RECOGNITION AT EVENT

- * Logo on banners all event signage, banners, website, social media and eblasts
- * Prominent on-site identification during event
- * Signage at all entrances
- * Inclusion in all DJ promotional mentions on air
- * Up to 6 banners (supplied by sponsor) in prime locations throughout event & and entrance

PROMOTIONAL RIGHTS

- * Company name and logo in all media promotion and advertising (print, television, radio)

SPONSOR SERVICES

- * 10 Bourbon Pairing seminar tickets

PRESENTING SPONSOR —\$30,000

BOOTH SPACE

- * Premier location of 10 x 10 on-site booth space (Includes electric, tent, table and 2 chairs)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.BaconBourbonFest.com
- * Sponsorship exclusivity with official designation as Presenting Sponsor
- * Presenting Sponsor of event in all media releases, publicity posters, magazine ads/articles, brochures, web site, and follow-up public relations materials
- * Presenting sponsor exposure on all signage, billboards, banners (both on and off site)

RECOGNITION AT EVENT

- * Logo on banners, all event signage produced and eblasts
- * Logo on sponsor thank you boards
- * Prominent on-site identification during event
- * Signage at all entrances
- * Inclusion in all DJ promotional mentions on air
- * Up to 4 banners (supplied by sponsor) permitted in prime locations throughout event & at each entrance

PROMOTIONAL RIGHTS

- * Company name and logo in all media promotion and advertising (print, television, radio)

SPONSOR SERVICES

- * 4 Bourbon Pairing seminar tickets

SPONSORSHIP / PROGRAM PARTNERSHIP

SPONSOR LEVELS [cont.]

MAIN STAGE SPONSOR—\$20,000

BOOTH SPACE

- * Premier location of 10 x 10 on-site booth space (Includes electric, tent, table and 2 chairs)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.BaconBourbonFest.com
- * Sponsorship exclusivity with official designation as Main Stage Sponsor
- * Main Stage Sponsor mention of event in all media releases, social media, and follow-up public relations materials

RECOGNITION AT EVENT

- * Announcements from main stage
- * Prominent on-site identification during event
- * Signage at all entrances
- * Inclusion in all DJ promotional mentions on air
- * Up to 2 banners (supplied by sponsor) permitted in prime locations throughout event

BEER SPONSOR—\$10,000

BOOTH SPACE

- * Premier location of 10 x 10 on-site booth space (includes electric, tent, table and chairs)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.BaconBourbonFest.com
- * Sponsorship exclusivity with official designation as Official Beer Sponsor
- * Logo placement on web site, social media, eblasts and follow-up public relations materials

RECOGNITION AT EVENT

- * Logo on event signage produced for bars
- * Up to 2 banners (supplied by sponsor) permitted in prime locations throughout event

AUTOMOTIVE SPONSOR—\$10,000

BOOTH SPACE

- * Premier location of 10 x 10 on-site booth space (Includes electric, tent, table and 2 chairs)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.BaconBourbonFest.com
- * Sponsorship exclusivity with official designation
- * Inclusion in press releases, social media, and follow-up public relations materials

RECOGNITION AT EVENT

- * Announcements from main stage
- * Prominent on-site identification during event
- * Up to 4 cars displayed in high traffic area
- * Up to 2 banners (supplied by sponsor) permitted in prime locations throughout event

CORP-CATEGORY EXCLUSIVE SPONSOR—\$5,000

BOOTH SPACE

- * Premier location of 10 x 10 on-site booth space (Includes electric. Tent, table and chairs available for rental)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.BaconBourbonFest.com
- * Logo placement web site, social media, eblasts and follow-up public relations materials

RECOGNITION AT EVENT

- * Prominent on-site identification during event
- * 1 Banner (supplied by sponsor) permitted in high traffic area

SPONSORSHIP / PROGRAM PARTNERSHIP

SPONSOR LEVELS [cont.]

VOLUNTEER SPONSOR—\$5,000

BOOTH SPACE

- * Premier location of 10 x 10 on-site booth space (Includes electric. Tent, table and chairs available for rental)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Sponsorship exclusivity as Volunteer Sponsor of T-Shirts
- * Logo/link on www.BaconBourbonFest.com
- * Logo on Volunteer T-Shirts

RECOGNITION AT EVENT

- * Logo on t-shirts, website, social media and eblasts
- * 1 Banner (supplied by sponsor) permitted in high traffic area

SAMPLING SPONSOR—\$2,500

BOOTH SPACE

- * Premier location of 10 x 10 on-site booth space (Includes electric. Tent, table and chairs available for rental)
- * Sponsor promotion of services & products

ADVERTISING & PROMOTION

- * Logo/link on www.BaconBourbonFest.com
- * Logo placement on web site, social media, eblasts and follow-up public relations materials
- * Category exclusive

RECOGNITION AT EVENT

- * Prominent on-site identification during event
- * 1 Banner (supplied by sponsor) permitted in prime locations throughout event

PROMOTIONAL RIGHTS

- * Permission for up to 4 sponsor staff members to roam event distributing samples and/or P.O.S.

SOCIAL MEDIA SPONSORSHIP

FACEBOOK SPONSORED AD

RECOGNITION AT EVENT

- * Facebook sponsored ad that directs visitors to custom landing page that will include a link to your website or Facebook page
- * Regular mentions/posts leading up to event will be promoted to our audience on Facebook and Twitter (2 per week – limited number of spots available)
- * Post event report – to include number of impressions your ads and page received – demographic breakdown of visitors to site, number of people who viewed your sponsored posts leading up to the event and a screen shot of increased visibility to your Facebook page during promotional period (if sponsor has a Facebook page)
- * Permission to use mention of event name as part of promotions



Wellington
Bacon & Bourbon
FEST

3RD ANNUAL

