



## SPONSORSHIP / PROGRAM PARTNERSHIP

Saturday, March 20, 2021 [11AM–10PM]

Sunday, March 21, 2021 [11AM–6PM]

## EVENT OVERVIEW

### **Wellington Bacon & Bourbon Fest!**

Bottoms up & Bacon down! The Village of Wellington and Buffalo Trace welcome you back for the **7<sup>th</sup> annual Wellington Bacon & Bourbon Fest**. Held on the new Town Center Boardwalk, lakeside at the Village of Wellington Community Center, the free event is scheduled for March 20 & 21, 2021 and offers you the opportunity to taste from a selection of more than 40+ bourbons and celebrates the most loved food in the universe – BACON!

In 2018 The Cooking Channel featured us on their hit show, "Carnival Eats"! Host Noah Cappe enjoyed Chef Winston's great Garlic Mojo Corn Cakes in addition to a vast array of garlic laced goodies!

### **FESTIVAL FEATURES**

The two-day event features great live music, 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 provides tickets for purchase to maximum of 20 participants for our exclusive bacon and Pappy Van Winkle tasting.

For those of you whom cannot be convinced to partake in Bourbon, we will have a few fine wines and ice-cold beer too.

Our menu of bacon and pork related dishes will include the sublime Forever Roasted Bourbon BBQ Pork & Bacon Sandwich to the insane Bacon Bar featuring chocolate covered and caramel nut dipped bacon and bacon desserts. Menu items developed by local chefs explore the boundaries of New American Cuisine and the Farm to Table movement to good old-fashioned comfort foods, just like Mom used to make!

### **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  
12100 Forest Hill Blvd.  
Wellington, FL 33414

### **WHEN**

March 20 & 21, 2021

### **ATTENDANCE**

Attendance 15,000+ over 2 days

### **ADMISSION**

FREE

### **CONTACT**

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Executive Director

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[www.baconbourbonfest.com](http://www.baconbourbonfest.com)

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## 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 15,000 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](http://www.baconbourbonfest.com)

Week leading up to event:

34,663 sessions

90 Day exposure:

40,199 sessions

#### Social Media

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

[www.facebook.com/BaconBourbonFest](http://www.facebook.com/BaconBourbonFest)

8,602 Fans

202,760 LOCAL Reach

**Instagram (@baconbourbonfest)**

789 Followers

Women 59 %

Men 41 %

#### 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**

#### **BOOTH SPACE**

- \* Premier location of 20 x 20 on-site booth space (Includes electric, tent, table and 2 chairs)
- \* Sponsor promotion of services & products

#### **ADVERTISING & PROMOTION**

- \* Logo/link on [BaconBourbonFest.com](http://BaconBourbonFest.com)
- \* Headline Logo on all produced publicity (printed, web, email blasts)
- \* Sponsorship exclusivity with official designation as Title Sponsor
- \* 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, web-site, social media and eblasts
- \* Prominent on-site identification during event
- \* Inclusion in all DJ promotional mentions on air
- \* Up to 4 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)

### **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 [BaconBourbonFest.com](http://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 & eblasts produced.
- \* Prominent on-site identification during event
- \* Inclusion in all DJ promotional mentions on air
- \* Up to 2 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)

# SPONSORSHIP / PROGRAM PARTNERSHIP

## SPONSOR LEVELS [cont.]

### 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 [BaconBourbonFest.com](http://BaconBourbonFest.com)
- \* Sponsorship exclusivity
- \* Inclusion in press releases, social media, and follow-up public relations materials

#### **RECOGNITION AT EVENT**

- \* 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

### BEER SPONSOR—\$7,500

#### **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 [BaconBourbonFest.com](http://BaconBourbonFest.com)
- \* Sponsorship exclusivity
- \* Logo placement on web site, social media, eblasts

#### **RECOGNITION AT EVENT**

- \* 1 banner (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 & chairs available for rental)
- \* Sponsor promotion of services & products

#### **ADVERTISING & PROMOTION**

- \* Logo/link on [www.BaconBourbonFest.com](http://www.BaconBourbonFest.com)
- \* Logo placement web site, social media, eblasts

#### **RECOGNITION AT EVENT**

- \* 1 Banner (supplied by sponsor) permitted in high traffic area

### SAFETY ALERT TEXT SPONSOR—\$2,500

Category exclusive sponsorship of real-time text alert system for pushing out safety & weather alerts, special discounts and scheduled activities.

- \* Logo & reciprocal link on website & short code information cards, event poster, rack cards & ads
- \* Signage in high traffic locations
- \* All opt in email addresses collected at event

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## SPONSOR LEVELS [cont.]

### VOLUNTEER SPONSOR—\$3,500

#### **BOOTH SPACE**

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

#### **ADVERTISING & PROMOTION**

- \* Sponsorship exclusivity as Volunteer Sponsor of T-Shirts
- \* Logo/link on [BaconBourbonFest.com](http://BaconBourbonFest.com)
- \* Logo on Volunteer T-Shirts

#### **RECOGNITION AT EVENT**

- \* Logo on t-shirts, website, social media and eblasts
- \* 1 Banner (supplied by sponsor) 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 [BaconBourbonFest.com](http://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

#### **PROMOTIONAL RIGHTS**

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