



2023 Wine Walks

Sponsorship Options
winewalks.hdsa@gmail.com

Event Description

We are planning three (3) Snohomish Wine Walks for the 2023 season: June 3, Sept. 9, and Dec. 9. We are expecting 300-450 attendees at each event, and 10-15 merchant and winery pairings to participate. To help fund the event, we are offering a variety of sponsorship opportunities at a variety of price points to highlight your business as a prime HDSA supporter.

Presenting Sponsor

- **Season presenting sponsor - \$5,000 (1 available)**
For all three wine walks of the season, we will feature your business logo on the following items:
 - Walk map handed out to each wine walk participant
 - Event wristband handed out to each wine walk participant
 - Winery signs located at each pouring location
 - HDSA wine walk website
 - Instagram and Facebook event ads
- **Single event presenting sponsor - \$2,000 (3 available)**
For a single wine walk, we will feature your business logo on the following items:
 - Walk map handed out to each wine walk participant
 - Event wristband handed out to each wine walk participant
 - Winery signs located at each pouring location
 - HDSA wine walk website
 - Instagram and Facebook event ads

À la Carte Full Season Sponsor

- **Double wine bags - \$2500**
 - Your business logo printed on double wine bags that are handed out with purchases of 2 bottles of wine
 - Most popular option! Estimated 500 bags are handed out each wine walk season due to our wine shop discount when customers buy 2 or more bottles of wine
- **Wine glasses - \$2000**
 - Your business logo etched on glass wine tumblers sold at every wine walk
 - Around 500 wine tumblers are purchased every season
- **6-pack wine totes - \$1500**
 - Your business logo printed on fabric 6-pack wine totes that are handed out with purchases of 3 bottles of wine or more
 - Estimated 200 6-pack wine totes are handed out each wine walk season

VIP Lounge Sponsor

New for the 2023 wine walk season! We are offering an additional experience for our wine walkers where they can enjoy hors d'oeuvres, entertainment, and other goodies at a special location prior to commencing their normal wine walk.

- **Whole season VIP lounge sponsor - \$4,000 (1 available)**

For all three wine walks of the season, we will:

- Reserve a booth space in the VIP lounge for your business to utilize
- Feature your business logo on the VIP lounge access wristband
- Promote your business logo on the HDSA wine walk website
- Include your business logo in Instagram and Facebook event ads

- **Single event VIP lounge sponsor - \$1,500 (3 available)**

For a single wine walk, we will:

- Reserve a booth space in the VIP lounge for your business to utilize
- Feature your business logo on the VIP lounge access wristband
- Promote your business logo on the HDSA wine walk website
- Include your business logo in Instagram and Facebook event ads

