

VINTAGES

THIS IS VINTAGES EVENT
BRAND HIGHLIGHT OPPORTUNITY

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With the objective of recruiting a new and younger wine enthusiast, we will be holding our ***THIS IS VINTAGES*** walk-around tasting event in May & September of 2018.

We have created an opportunity for ONE supplier to deliver a customized brand moment at each event.

Vintages is accepting proposals for two sold spaces.

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Participation Fee:

Brand Highlight opportunity (*2 spots - 1 in May, 1 in September*) = **\$7,000**

Brand Feature Tasting Tables (*# of spots dependent on venue space*) = **\$3,000/per table**

Fee for Brand Highlight Includes:

- Dedicated space or section (based on venue)
- Brand highlight mention on Events landing page on vintages.com. All digital advertising links to this LP.
- Marketing produced “Vintages Presents” signage introducing brand (supplier can provide images for consideration)
- Exposure to a captive audience of 250-400 guests

Note: Cost to execute the brand moment are to be covered by the supplier (ie. décor, props, entertainment, etc.)



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Supplier Proposal of Customized Brand Moment

- Should be designed to both engage and invite guests to interact with a unique experience. The experience must include a tasting component, should be entertaining, relevant to the audience and fun!
- Should align with the Vintages brand and complement the larger event
- Please include complete details of the proposed activation including visuals of the activation concept

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2



3



#	Image Description
1	Example of brand highlight space
2	Example of brand feature space
3	Example of on-site signage