

PORTLAND Indie Wine & Food[®] FESTIVAL

2012 Festival *Overview*

1. Introduction

Wine competition, conference, incubator, industrial underground party – The Portland Indie Wine & Food Festival is an annual culinary event that connects the nation's industry thought leaders with Oregon's amazing top boutique wines and thousands of wine and food enthusiasts.

American connoisseur culture comes together every year in Oregon to build relationships with Portland's artisan food movement, its innovative celebrated chefs and 40 indie wine labels that set the standard for wines with soul. With three event time frames – March (Wine Competition Weekend), April (NYC James Beard Foundation Celebrity Chef dinner) and May (Indie Fest seminars, dinners, VIP party, Grand Tasting and Industry Day) the Indie Wine & Food Festival is creating a unique wine culture.

2. Audience

The Indie reaches the right people: key influencers and tastemakers from the trade, media and enthusiast communities. The 2011 festival reached 1,500 attendees, who are broadly affluent, urban and highly socially connected. The 2011 festival was split 60% enthusiast, 40% trade.

3. Sponsors

The PIWFF has established a community of 80 sponsors. Supporters range from local independent supermarkets and nationally distributed craft beer brands to community banks, premium glass manufacturers, tourism and hospitality businesses and high-profile wine professional services providers.

4. Media Coverage & Attendance

Through the work of our Founder's PR firm, Watershed Communications, the Portland Indie Wine & Food Festival media coverage reached more than 77,829,150 people through social media, local, regional and national traditional media.

5. Festival Overview

1. Wine Competition Weekend (March)
 - a. Competition at Hotel Vintage Plaza
 - b. VIP judge reception at Nostrana
 - c. Indie Wine Library Tasting at Portland Wine Storage
2. Indie Wine Festival Celebrity Chef Dinner @ James Beard Foundation in NYC (April)
3. Opening Night VIP Reception (Ecotrust)
4. Educational Seminars at The Wine & Spirits Archive
5. Meet the Indie Winemaker dinner (Irving St. Kitchen)
6. Pop-Up Tweet Tastings (various restaurants)
7. Industry and Grand Tastings
8. You Be the Judge – blind tastings of Pinot Noirs
9. Independent Events
10. Wrap Party (Jupiter Hotel)

6. Sponsorship Structure

The Portland Indie Wine & Food Festival begins with a basic membership fee of all partners wishing to participate in the 2012 festival. Membership includes brand activation at the two hallmark events – the VIP opening party and the Grand Tasting – which ensures visibility among key media, trade and tastemakers. Partners are encouraged to take advantage of the various other sponsorship opportunities created by the festival, or to organize an independent event.

Membership is \$3,000 per organization.

Membership upgrades are available for an additional \$1,000 per company, and include:

1. Additional, separate Twitter campaign
2. Additional full page in the 2012 Passport
3. Proprietary booth at the Grand Tasting

Further details on brand membership and activation programs are listed in the complete Sponsorship Kit.

7. Additional Sponsorship Pricing

1. Wine Competition Weekend: \$3,500

Sponsors may propose ways in which to host and interact with the 12 judges including designing a private dinner, winery visit or special event. Wine Competition proposals are due on September 15, 2011.

2. James Beard Dinner: \$3,500

Sponsors may propose showcasing their products at the James Beard Foundation Celebrity Chef dinner in April in NYC at the James Beard House. This sponsorship includes promotion to 5 national media in attendance at the James Beard dinner.

3. Educational Seminars: \$2,500 per seminar

Sponsors may propose seminars of their own or support the published seminars. Seminar proposals are due on September 15; a full list of seminars seeking sponsorship will be published by October 31, 2011.

4. Opening Event at Ecotrust: \$1,500-5,000

Pricing depends upon the scope of the brand activation. Sponsors may propose ways to integrate their brands by September 15, 2011.

5. Industry Tasting: \$2,500

Dedicated person handing out a branded postcard and key information about your business upon entrance to industry event.

6. Retail Partner: \$1,500-3,000

From exclusive shipper to printed six and two pack boxes to postcards with key wine pairing tips slipped in shopping bags, there are many ways to build a customized branding program within the Indie wine shopping experience.

8. Important Dates

January 15, 2012

All sponsorship commitments finalized; signed contracts due.

March 12-15

Wine Competition Weekend

April 1

Selected wineries announced.

James Beard Dinner in NYC (April date TBD)

May 11-14

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Membership *benefits*

The 2012 Portland Indie Wine & Food Festival requires a membership fee of \$3,000 to all companies and brands who wish to participate in the festival. Membership means your company will be recognized as an official sponsor of the festival, which guarantees brand visibility at the VIP Opening Celebration and Grand Tasting.

Sponsorship upgrades are only available to members. These upgrades include exclusive access and increased visibility at seminars, PIWFF judging competition, PIWFF James Beard House Dinner in NYC, winemaker dinners, parties and more. There are also opportunities to customize an independent experience for you and your brand during the PIWFF.

MEMBERSHIP ACCESS & BENEFITS:

1. The VIP Opening Celebration – 500 industry thought leaders, winemakers, and media

The PIWFF kicks off each year with an Opening Celebration at Ecotrust, a modern green building in the heart of the Pearl District. At this exclusive party, Indie winemakers pour beside their mentors while chefs and restaurant partners serve amazing food to the who's who of the culinary and wine industry.

At the Opening Celebration, your brand's logo will be featured and information about your company will be incorporated into the program. In addition to being a part of the Opening Celebration, your company will receive four complimentary tickets.

2. The Grand Tasting Event – more than 1,000 wine lovers, trade, tastemakers, and media

The Grand Tasting is the ultimate walk-around tasting event, showcasing the top scoring 40 wineries from the judging competition alongside food from 15 of the city's most talked about chefs.

Your company will receive a 1/4 page advertisement in the festival 'passport,' access to the VIP lounge and four VIP tickets.

3. Additional Member Benefits

In addition to the above access points, your brand will receive:

- Two complimentary all-access passes to the PIWFF, including all parties, seminars, and tastings.
- Logo featured on the PIWFF website as an official sponsor of the festival.
- Logo included in email marketing materials to our 3000 + subscriber list of consumers, media, industry and winemakers.

4. Optional Membership Upgrades

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