



SPONSOR OPPORTUNITIES

Thank you for your interest in Wine Down on False River, hosted by New Roads Main Street! Wine Down on False River is a weekend filled with wine tastings from Napa Valley, local cuisine, art, and live music – all blended with New Roads' signature small-town charm. There's no better way to experience the talented people and culture of New Roads than among the beautiful backdrop of False River!

Why support us? Proceeds from Wine Down on False River benefit our New Roads Main Street Program. The program supports local business on Main Street by assisting with funding for building preservation and restoration. This event, along with Boo and Brew and the New Roads Car Show, have funded thousands of dollars in grants for our downtown business. In addition, a portion of all proceeds benefit the Arts Council of Pointe Coupee to assist with their programs and events

In addition to your sponsorship, you will be featured in event e-blasts, on our ticketing website, and in social media campaigns.

For any sponsorship questions, please contact Paula Lambert at 225-718-2528 or plambert@cityofnewroads.net.

~~PRESENTING SPONSOR | \$5,000~~ ONE AVAILABLE

The Presenting Sponsor will receive their company logo on 500 custom wine glasses, 8 complimentary tickets for the Saturday Grand Tasting, primary placement on event marketing materials (printed and digital). Marketing materials include television, magazine, and newspaper ads, event map, and other event day materials.



~~WINEMAKER DINNER SPONSOR~~ | \$1,500

ONE AVAILABLE

The Winemaker Dinner Sponsor will receive their logo on custom champagne flutes as guests are welcomed into the home of the private dinner on Friday evening. Logos will also be placed on the menu card in a single color print.



This level receives 4 complimentary tickets to the Grand Tasting on Saturday evening, logo on all eblasts, and secondary placement of company logo.



WINE TOTE SPONSOR | \$1,500

TWO ~~FOUR~~ AVAILABLE

The wine bag sponsor includes your company logo on one of four placements on the custom event 4-bottle wine tote. Your logo will also be placed on event day printed maps.

This level receives 4 complimentary tickets to the Grand Tasting on Saturday evening, logo on all eblasts, and secondary placement of company logo.

BAND STAGE SPONSOR | \$1,000

~~TWO~~ ONE AVAILABLE

Band Stage sponsor includes your company logo on one of two band stages. Logo will be in full color.

This level receives 3 complimentary tickets to the Grand Tasting on Saturday evening, logo on all eblasts, and secondary placement of company logo.



~~VOLUNTEER SHIRT SPONSOR | \$1,000~~

ONE AVAILABLE



Volunteer Shirt Sponsor includes your company logo on the back of all staff and volunteer shirts. Logo will be in single color. The title sponsor will also be included on the top center.

This level receives 2 complimentary tickets to the Grand Tasting on Saturday evening, logo on all eblasts, and secondary placement of company logo.

SPARKLING WINE SPONSOR | \$1,000

TWO AVAILABLE

Sparkling Wine Sponsor includes your company logo on one side of the custom champagne flute for the Sparkling Wine Reception.

This level receives 2 complimentary tickets to the Grand Tasting on Saturday evening, logo on all eblasts, and secondary placement of company logo.



LIVE ARTIST SPONSOR | \$800

ONE AVAILABLE

Live Artist Sponsor package includes your company logo on a sign that will be placed on the back of the easel, visible to the public. The sign will measure 10" x 18". Logo will be in single color.

This level receives 1 complimentary ticket to the Grand Tasting on Saturday evening, logo on all eblasts, and featured on our event day brochure. This level also includes a complimentary print of the painting (worth \$100).





~~PHOTO BOOTH SPONSOR | \$500~~ ONE AVAILABLE

Photo Booth Sponsor includes your company logo on the photo filter. Participants will immediately receive pictures. Logo will be in single color.

This level receives 1 complimentary ticket to the Grand Tasting on Saturday evening, logo on all eblasts, and featured on our event day brochure.

~~TAP TRAILER SPONSOR | \$500~~ FIVE AVAILABLE

Tap Trailer Sponsor package includes your company logo on banner signage at a visible location of the tap trailer. The sign will measure 2' x 3'. Logo will be in single color.

This level receives 1 complimentary ticket to the Grand Tasting on Saturday evening, logo on all eblasts, and featured on our event day brochure.



~~PEDI CAB SPONSOR | \$500~~ TWO AVAILABLE

Pedi Cab Sponsor package includes your company logo on two signs that will be placed on the sides of pedicabs used to transport guests throughout the event and to and from parking. The sign will measure 10" x 18". Logo will be in single color.

This level receives 1 complimentary ticket to the Grand Tasting on Saturday evening, logo on all eblasts, and featured on our event day brochure.



GENERAL SPONSOR | \$250

FIVE AVAILABLE

Any contribution towards our Main Street Program is greatly appreciated!

General Sponsors will be listed on our event day brochure and as a sponsor in our eblasts!

SPONSOR AGREEMENT

Count me In! If you are Interested in supporting Wine Down, please let us know how you would like for us to represent your company!

PRESENTING SPONSOR	\$5,000	<input type="checkbox"/>
WINEMAKER DINNER SPONSOR	\$1,500	<input type="checkbox"/>
WINE TOTE SPONSOR	\$1,500	<input type="checkbox"/>
BAND STAGE SPONSOR	\$1,000	<input type="checkbox"/>
VOLUNTEER SPONSOR	\$1,000	<input type="checkbox"/>
SPARKLING WINE SPONSOR	\$1,000	<input type="checkbox"/>
PHOTO BOOTH SPONSOR	\$500	<input type="checkbox"/>
TAP TRAILER SPONSOR	\$500	<input type="checkbox"/>
PEDICAB SPONSOR	\$500	<input type="checkbox"/>
GENERAL SPONSOR	\$250	<input type="checkbox"/>

COMMITMENT IS DUE BY FEBRUARY 15. PAYMENT DUE IN FULL BY MARCH 1.

SPONSOR REPRESENTATIVE SIGNATURE

CHECKS MAY BE MAILED TO:

SPONSOR CONTACT INFORMATION

NEW ROADS MAIN STREET
P.O. Box 280
New Roads, LA 70760

COMPANY NAME

EMAIL

PHONE