



# SPONSOR OPPORTUNITIES

Thank you for your interest in Wine Down on False River, hosted by New Roads Main Street! This annual event promises a weekend filled with exceptional wine tastings from Napa Valley, delicious local cuisine, vibrant art showcases, and live music—all infused with the charming spirit of New Roads. Wine Down on False River 2025 takes place on April 4-5. Experience the rich culture and talented artists of our community against the stunning backdrop of False River!

Supporting Wine Down on False River means contributing to the vitality of our Main Street Program. Proceeds from this event directly support local businesses by funding building preservation and restoration initiatives, ensuring the heart of our town remains vibrant and inviting. Events like Wine Down, along with Boo and Brew and the New Roads Car Show, have generated thousands of dollars in grants for downtown businesses. Additionally, a portion of the proceeds benefits the Arts Council of Pointe Coupee, helping to foster creative programs and events in our area.

As a valued sponsor, you will receive prominent recognition through event e-blasts, our ticketing website, and our social media campaigns, highlighting your commitment to our community.

For any sponsorship inquiries, please contact Paula Lambert at 225-718-2528 or [plambert@cityofnewroads.net](mailto:plambert@cityofnewroads.net). Thank you for considering this opportunity to make a meaningful impact!

## ~~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 e-blasts, and secondary placement of company logo.



# LANYARD SPONSOR | \$1,500

THREE AVAILABLE

The lanyard sponsor includes your company logo, alternating with 2 other sponsors, appearing no less than twice. Guaranteed placement at one of the four areas nearest the lanyard attachment. 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 e-blasts, and placement of company logo on printed materials.

# EVENT FENCING SPONSOR | \$1,000

TWO AVAILABLE

The Event Fencing Sponsor will have their logo on custom event fencing used at the main event entrance/checkin. The fencing is 3' tall and 150' long and your logo will alternate between the event name, appearing 3 times or more, in an alternating pattern. One of the rolls of fencing will include the *Wine Down on False River* logo and the other will include *Boo and Brew*. The use of this fencing will be used for 5 or more years for this purpose.

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



# MUSICIAN SPONSOR | \$1,000

## TWO 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 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~~

## ONE 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. Sponsor also receives 4 complimentary volunteer shirts.





## ~~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 2 complimentary tickets 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.



## ~~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"/> |
| LANYARD SPONSOR          | \$1,500 | <input type="checkbox"/> |
| EVENT FENCING SPONSOR    | \$1,000 | <input type="checkbox"/> |
| MUSICIAN SPONSOR         | \$1,000 | <input type="checkbox"/> |
| VOLUNTEER SPONSOR        | \$1,000 | <input type="checkbox"/> |
| SPARKLING WINE SPONSOR   | \$1,000 | <input type="checkbox"/> |
| LIVE ARTIST SPONSOR      | \$800   | <input type="checkbox"/> |
| PHOTO BOOTH 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.

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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