



# Loudoun Wineries ASSOCIATION

We are excited to announce that the Loudoun Wineries Association and the Loudoun Winegrowers Association have united into one new organization starting in 2022. These sponsorship packages support the new Loudoun Wineries & Winegrowers Association.

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## SPONSORSHIP PACKAGES

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## Annual Barrel Tasting Sponsorship Program

As the wine market changes over time and more millennials are turning towards craft beverages and are drinking less wine, the LWWA has been developing marketing events to appeal to audiences like millennials that enjoy experiences. The association started the “Annual Barrel Tasting” Event in 2018 with the goal is to drive visitors out to the wineries for a unique tasting experience with the winemaker in the cellar. The visitors they have the opportunity to taste directly form the barrel and explore un-released vintages. The event attracts over 250 visitors each year and is expanding every year to involve more wineries and increased ticket sales. The barrel tasting is annually during the months March or April.

*Opportunity to Taste New Vintages alongside the Wine Maker as they open their Barrel Rooms and Wine Cellars for a Sneak Peek*



### SIGNATURE SPONSOR | \$2000

Exclusive | Only Three Available

- **Exclusive:** Only one sponsor per industry represented
- Opportunity to display at multiple premium winery locations
- Opportunity to participate in marketing collateral “hand-outs” to each visitor
- Full-page ad in the program
- Four tickets to participate in the tasting
- Logo prominently displayed on all marketing materials including website and registration page

### PLATINUM SPONSOR | \$1000

- Opportunity to display at a winery location
- Half-page ad in event program
- Two tickets to participate in the tasting
- Opportunity to participate in marketing collateral “hand-outs” to each visitor
- Logo prominently displayed on all marketing materials including website and registration page

### GOLD SPONSOR | \$550

- Half-page ad in event program
- Two tickets to participate in the tasting
- Logo displayed on all marketing materials including website and registration page

### ADDITIONAL ADVERTISING OPTIONS

- Full Page Ad | \$500
- Half Page Ad | \$350
- Quarter Page Ad | \$250

Interested in sponsoring the Annual Barrel Tasting?  
Please contact the Loudoun Wineries & Winegrowers Association  
[info@loudounwine.org](mailto:info@loudounwine.org)

## Loudoun Wine Awards Sponsorship Program

The Loudoun Wineries & Winegrowers Association is excited to present the Annual Loudoun Wine Awards Reception & Dinner this October celebrating Virginia Wine Month. The Virginia wine industry, and in particular Loudoun County (touted as "DC's Wine Country"), attracts more than 1.5 million visitors per year.

This signature competition of Loudoun Wineries presents awards in top varietal categories along with a Grand Award for the "Best Overall" wine. The Awards Dinner attracts visitors in Loudoun County and surrounding areas to celebrate the rapidly growing Loudoun County wine region while enjoying award-winning wines and mingling with winemakers and winery owners. More than 350 visitors enjoy the Awards Dinner in October for the presentation of the prestigious awards.

*Reach more than 350 consumers with an opportunity to share remarks at the award ceremony or display marketing materials during our wine reception*



### SIGNATURE SPONSOR | \$4000

Exclusive | Only Three Available

- **Exclusive:** Opportunity to offer remarks at the award reception
- **Exclusive:** Only one sponsor per industry represented
- Opportunity to announce one of the category award winners
- Reserved table for 10 at Awards Dinner in premium location
- Full-page ad in event program
- Logo prominently displayed on all marketing materials
- Display marketing materials at pre-event reception area

### PLATINUM SPONSOR | \$3000

- Six Awards Dinner tickets
- Full-page ad in event program
- Logo prominently displayed on all marketing materials
- Display marketing materials at pre-event reception area

### GOLD SPONSOR | \$2000

- Name recognition on all marketing
- Four Awards Dinner tickets
- Present one of the Harvest Kindness Case Raffle Prizes
- Half-page ad in event program

### SILVER SPONSOR | \$1500

- Name recognition on all marketing
- Two Awards Dinner tickets
- Quarter-page ad in event program

### BRONZE SPONSOR | \$750

- Name recognition on all marketing
- Quarter-page ad in event program

### ADDITIONAL ADVERTISING OPTIONS

- Full Page Ad | \$500
- Half Page Ad | \$350
- Quarter Page Ad | \$250

Interested in sponsoring the Loudoun Wine Awards?

Please contact the Loudoun Wineries & Winegrowers Association for more details at [info@loudounwine.org](mailto:info@loudounwine.org)