

Katy Sip N Stroll

Presented by



Held at Villagio Town Center on Westheimer Parkway at Peek Road in Katy, the event is a classic, casual outdoor wine walk in the center square and outlying areas.

Thursday, April 12th

AND

Thursday, September 20th

6 - 9 pm

\$35 per person general admission ticket

\$55 per person Sparkling Reception and general admission

\$65 per person VIP with access to premium food and wines

\$85 per person Sparkling Reception and VIP

Estimated attendance 1,500 guests

- Wine Sampling stations
- Food / Restaurant sampling
- Live Music
- Craft Beer Garden
- Interesting Displays and Vendors



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2011 Event Recap

**1,040 people attended
61% Increase over 2010**

VIP SOLD OUT

50 Silent Auction Items

16 Sponsors

11 Vendors with a waiting list

100 Wine and Craft Beer Selections

**Over \$27,000 raised in funding plus
education for Cinco Charities**



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2011 Marketing, Media & Coverage

Absolutely! Katy

All About Katy

At Home In Katy

Cinco Charities

Food & Vine Time Productions

Houston Community Newspapers

Homes & Land

Katy News

Keller Williams Premier

Kroger Radio & Signs

RJC Productions

Streettalk Advisors

Yellow Cab - 50 cab back signs

Posters & Fliers at dozens of
businesses all over Katy!



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OFFICIAL FINANCIAL SPONSOR

Official Financial Sponsor Receives:

- Display/Booth which includes 10' x 10x tent, one draped 6-foot table, table sign at event and workers passes for working employees
- Logo presence on event website with click-through to your designated site
- Logo on Sponsor Thank you Board
- Access to distribute materials from your display
- Signage opportunities as provided by sponsor - quality fitting style of event
- Gift Bag inserts (should gift bag sponsor be secured)
- Supply of pre-printed promotional event materials (brochures, business cards)
- Tickets: 20 general admission, 6 VIP - additional general admission tickets available to sponsors at half price if purchased through FVTP 12/19/12 for spring event and 9/3/12 for fall event
- Tickets for use in promotional effort - Facebook, Twitter, etc. contests
- Return on investment post event - an in-person networking session to be held within four weeks of event date(s).
- First Right of Renewal of sponsorship contract for upcoming Sip n Stroll. Deadline for renewal is 60 days prior to event.

Official Financial Sponsor Provides:

- Promotional support of your business
- Website promotional segment with link to www.sipandstroll.com
- E-blast (if applicable) promoting the event
- Social media support via Facebook, Twitter, YouTube, etc. Additional tickets can be supplied for the use of promotional marketing
- Sponsor logo in eps format for use in electronic and print materials upon contract signing.
- \$5,500 sponsorship fee due upon activation - sponsorship fee is per event.

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Authorized Signature

Date

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VIP PREMIUM LOUNGE NAMING RIGHTS SPONSORSHIP

VIP Premium Lounge Naming Rights Sponsor Receives:

- Naming Rights of the VIP Premium Wine Area with sponsor signage prominently displayed at Premium Lounge
- Display table and/or tent adjacent to the VIP area or within the VIP area
- Naming rights inclusion in pre-promotional printed items
- Logo presence on event website with click-through to your designated site
- Logo on Sponsor thank you board at event
- Gift Bag inserts (should gift bag sponsor be secured)
- Supply of pre-printed promotional event materials (posters, brochures)
- On-site stage sponsor recognition announcements at Sip n Stroll
- Tickets: 12 to VIP area - additional general admission tickets available to sponsors at half price if purchased through FVTP by 3/19/12 for spring event and 9/3/12 for fall event
- Return on investment post event meeting and future planning session to be held within four weeks of event date(s).
- First Right of Renewal of sponsorship category for upcoming Sip n Stroll. Deadline for renewal is 60 days post event

VIP Premium Lounge Naming Rights Sponsor Provides:

- Promotional support at your business location(s)
- Website promotional segment with link to www.sipandstroll.com
- E-blast (if applicable) promoting the event
- Social media support via Facebook, Twitter, YouTube, etc. Additional tickets can be supplied for social media promotional efforts
- Sponsor logo in eps format for use in electronic and print materials upon contract signing.
- Additional signage (optional) as mutually agreed
- \$3,500 sponsorship fee due upon activation - sponsorship fee is per event.

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MUSIC STAGE SPONSOR

Music Stage Sponsor Receives:

- o Logo on stage signage or additional signage/banner as provided by sponsor
- o Display Space and/or tent adjacent to the Music Stage
- o Logo presence on event website with click-through to your designated site
- o Logo on sponsor thank you board
- o Access to distribute materials
- o Gift Bag inserts (should gift bag sponsor be secured)
- o Access to distribute promotional items and marketing materials
- o Supply of pre-printed promotional event materials (posters, rack cards)
- o On-site sponsor recognition announcements at Sip n Stroll
- o Tickets: 10 general admission & 6 VIP - additional general admission tickets available to sponsors at half price if purchased through FVTP by 3/19/12 for spring event and 9/3/12 for fall event
- o Return on investment post event meeting and future planning session to be held within four weeks of event date(s).
- o First Right of Renewal of sponsorship category for upcoming Sip n Stroll. Deadline for renewal is 60 days post event

Music Stage Sponsor Provides:

- o Additional banner/signage as mutually agreed
- o Promotional support at your business
- o Website promotional segment with link to www.sipandstroll.com
- o E-blast (if applicable) promoting the event
- o Social media support via Facebook, Twitter, YouTube, etc. Additional tickets can be supplied for the use of promotional marketing
- o Sponsor logo in eps format for use in electronic and print materials upon contract signing.
- o \$3,500 sponsorship fee due upon activation - sponsorship fee is per event.

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GRAND CRU SPONSORSHIP

Grand Cru Sponsor Receives:

- Display/Booth which includes 10' x 10x tent, one draped 6-foot table, table sign at event and workers passes for working employees
- Additional Signage opportunities as provided by sponsor - quality fitting style of event
- Logo presence on event website with click-through to your designated site
- Logo on Sponsor thank you board at event
- Gift Bag inserts (should gift bag sponsor be secured)
- Supply of pre-printed promotional event materials (posters, brochures)
- Tickets: 10 general admission
4 to VIP area
 - Additional general admission tickets available to sponsors at half price if purchased through FVTP by 3/19/12 for spring event and 9/3/12 for fall event
- Return on investment post event meeting and future planning session to be held within four weeks of event date(s).
- First Right of Renewal of sponsorship category for upcoming Sip n Stroll. Deadline for renewal is 60 days post event

Grand Cru Sponsor Provides:

- Promotional support at your business
- Website promotional segment with link to www.sipandstroll.com
- E-blast (if applicable) promoting the event
- Social media support via Facebook, Twitter, YouTube, etc. Additional tickets can be supplied for the use of promotional marketing
- Sponsor logo in eps format for use in electronic and print materials upon contract signing.
- \$2,500 sponsorship fee due upon activation - sponsorship fee is per event.

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BEER GARDEN NAMING RIGHTS SPONSORSHIP

Beer Garden Naming Rights Sponsor Receives:

- Naming Rights of the Beer Garden area with naming rights sponsor signage prominently displayed at Beer Garden
- Naming rights inclusion in pre-promotional printed items
- Logo presence on event website with click-through to your designated site
- Logo on Sponsor thank you board at event
- Gift Bag inserts (should gift bag sponsor be secured)
- Supply of pre-printed promotional event materials (posters, brochures)
- On-site stage sponsor recognition announcements at Sip n Stroll
- Tickets: 10 general admission
4 to VIP area
 - Additional general admission tickets available to sponsors at half price if purchased through FVTP by 3/19/12 for spring event and 9/3/12 for fall event
- Return on investment post event meeting and future planning session to be held within four weeks of event date(s).
- First Right of Renewal of sponsorship category for upcoming Sip n Stroll. Deadline for renewal is 60 days post event

Beer Garden Naming Rights Sponsor Provides:

- Promotional support at your business location(s)
- Website promotional segment with link to www.sipandstroll.com
- E-blast (if applicable) promoting the event
- Social media support via Facebook, Twitter, YouTube, etc. Additional tickets can be supplied for the use of promotional marketing
- Sponsor logo in eps format for use in electronic and print materials upon contract signing.
- Additional signage (optional) as mutually agreed
- \$2,500 sponsorship fee due upon activation - sponsorship fee is per event.

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OFFICIAL VEHICLE SPONSORSHIP

Official Vehicle Sponsor Receives:

- Exclusivity of automobile sponsorship
- Vehicles parked on-site
- Access to distribute promotional and marketing materials
- Additional Signage opportunities as provided by sponsor - quality fitting style of event
- Logo presence on event website with click-through to your designated site
- Logo on Sponsor thank you Board at the event
- Gift Bag inserts (should gift bag sponsor be secured)
- Supply of pre-printed promotional event materials (posters, brochures)
- Tickets: 10 general admission
4 to VIP area
Additional general admission tickets available to sponsors at half price if purchased through 3/31/12 for upcoming event and 9/3/12 for fall event
- Return on investment next evening meeting and future planning session to be held within four weeks of event date
- First Right of Renewal of sponsorship category for upcoming Sip n Stroll. Deadline for renewal is 60 days

SOLD

Official Vehicle Sponsor Provides:

- Promotional support at your business
- Website promotional segment with link to www.sipandstroll.com
- E-blast (if applicable) promoting the event
- Social media support via Facebook, Twitter, YouTube, etc. Additional tickets can be supplied for the use of promotional marketing
- Sponsor logo in eps format for use in electronic and print materials upon contract signing.
- \$2,500 sponsorship fee due upon activation - sponsorship fee is per event.

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PREMIER CRU SPONSORSHIP

Premier Cru Sponsor Receives:

- Display/Booth which includes 10' x 10x tent, one draped 6-foot table, table sign at event and workers passes for working employees
- Logo presence on event website with click-through to your designated site
- Logo on Sponsor thank you board at event
- Gift Bag inserts (should gift bag sponsor be secured)
- Supply of pre-printed promotional event materials (posters, brochures)
- On-site stage sponsor recognition announcements at Sip n Stroll
- Tickets: 8 general admission
2 to VIP area
 - Additional general admission tickets available to sponsors at half price if purchased through FVTP by 3/19/12 for spring event and 9/3/12 for fall event
- Return on investment post event meeting and future planning session to be held within four weeks of event date(s).
- First Right of Renewal of sponsorship category for upcoming Sip n Stroll. Deadline for renewal is 60 days post event

Premiere Cru Sponsor Provides:

- Promotional support at your business
- Website promotional segment with link to www.sipandstroll.com
- E-blast (if applicable) promoting the event
- Social media support via Facebook, Twitter, YouTube, etc. Additional tickets can be supplied for the use of promotional marketing
- Sponsor logo in eps format for use in electronic and print materials upon contract signing.
- \$1,750 sponsorship fee due upon activation - sponsorship fee is per event.

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ON-SITE SUPPORTING SPONSORSHIP

On-Site Supporting Sponsor Receives:

- Display/Booth which includes 10' x 10' tent, one draped 6-foot table, table sign at event and 2 workers passes for working employees
- Logo presence on event website with click-through to your designated site
- Logo on Sponsor thank you board at event
- Reserved table with sponsor logo for your guests
- Gift Bag inserts (should gift bag sponsor be secured)
- Supply of pre-printed promotional event materials (posters, brochures)
- Tickets: 8 general admission - additional general admission tickets available to sponsors at half price if purchased through FVTP by 3/19/12 for spring event and 9/3/12 for fall event
- Return on investment post event meeting and future planning session to be held within four weeks of event date(s).
- First Right of Renewal of sponsorship category for upcoming Sip n Stroll. Deadline for renewal is 60 days post event

Grand Vin Sponsor Provides:

- Promotional support at your business
- Website promotional segment with link to www.sipandstroll.com
- E-blast (if applicable) promoting the event
- Social media support via Facebook, Twitter, YouTube, etc. Additional tickets can be supplied for the use of promotional marketing
- Sponsor logo in eps format for use in electronic and print materials upon contract signing.
- \$1,250 sponsorship fee due upon activation - sponsorship fee is per event.

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OFFICIAL GIFT BAG SPONSOR

Official Gift Bag Sponsor Receives:

- Exclusive distribution of gift bags (as provided by gift bag sponsor)
- Access to distribute materials
- Gift Bag inserts
- Logo on sponsor thank you board at the event
- Logo presence on event website with click-through to your designated site
- Supply of pre-printed promotional event materials (posters, brochures)
- Tickets: 8 general admission - additional general admission tickets available to sponsors at half price if purchased through FVTP by 3/1/12 for spring event and 9/3/12 for fall event
- Return on investment post event meeting and future planning session to be held within four weeks of event date(s).
- First Right of Renewal of sponsorship category for upcoming Sip & Stroll. Deadline for renewal is 60 days post event

Official Gift Bag Sponsor Provide:

- 1,200 gift bags for the first 1,200 attendees at Sip & Stroll
- Stuffing crew for all gift bag inserts
- Promotional support at the event
- Website promotional segment with link to www.sipandstroll.com
- E-blast (if applicable) promoting the event
- Social media support via Facebook, Twitter, YouTube, etc. Additional tickets can be supplied for the use of promotional marketing.
- Sponsor logo in eps format for use in electronic and print materials upon contract signing.
- \$1,200 sponsorship fee due upon activation

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CINCO SUPPORTER

Cinco Supporter Receives:

- o Logo presence on event website with click-through to your designated site
- o Logo or company name sponsor thank you on board at event
- o Company acknowledgement on www.cincocharities.org
- o Access to distribute materials
- o Supply of pre-printed promotional event materials (posters, rack cards)
- o Tickets: 6 general admission - additional general admission tickets available to sponsors at half price if purchased through FVTP by 3/19/12 for spring event and 9/3/12 for fall event

Cinco Supporter Provides:

- o Promotional support at your business
- o Website promotional segment with link to www.sipandstroll.com
- o E-blast (if applicable) promoting the event
- o Sponsor logo for use in electronic and print materials upon contract signing.
- o Social media support via Facebook, Twitter, YouTube, etc. Additional tickets can be supplied for the use of promotional marketing
- o \$500 sponsorship fee due upon activation (Note, tent space is not included in Cinco Supporter sponsorship) - sponsorship fee is per event.

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