



Event Sponsor Opportunities

Saturday, March 30, 2019 From: 4:00 – 8:00 PM



Promote Your Business to New Customers by Participating in the Bluffs Wine Walk

We anticipate 500+ guests will attend the event which will be heavily marketed in print media -Tampa Bay Newspapers (the Belleair/Beach Bee, Largo Leader, Seminole Beacon), Belleair Area and Indian Rocks Beach Neighborhood News Magazines, Belleair and Harbor Bluffs Living Magazines, Social Media (Facebook events) and email blasts. Our goal is to promote your business to many new customers who will be enticed to visit you for 1-2 wine samples and snacks while getting to know what you do.

How It Works

Guests will pay **\$20.00** in advance online with their PayPal or charge card account before 8:00PM 03/29/19. \$30.00 day of the event until 6:00PM. At check-in paid guests will receive **20** wine tasting tickets, a complimentary wine glass, a wristband, and a city map showcasing all of the wine stops. Trolley will take guests to participating merchants throughout Indian Rocks Road and West Bay Drive in Belleair Bluffs. A guide will announce each stop and identify merchant locations. Businesses without a physical location are invited to set-up tables at key locations and be included in the wine tasting.



Event Marketing

To ensure the success of the event, we are committed to this marketing plan:

Print Marketing

- 4 weeks of ads in the Belleair/Beach Bee, Largo Leader, Seminole Beacon
- Quarter page ad and event listings in Belleair Area and Indian Rocks Beach Neighborhood Newsletters
- Mention in Belleair and/or Harbor Bluffs Living Magazines
- News coverage in local editions of Tampa Bay Newspapers
- Window poster displayed at area merchants
- Flyers for distribution to customers
- Official merchant Bluffs Wine Walk “stop” signs
- Merchant map of participating locations and parking

Online, Digital Files & Word-of-Mouth +

- Event page on Facebook for 2 months
- Targeted Facebook ads to women 35-60 years old for 2 months
- Email blast to 125+ BBA members 4 times over 2 months
- Advance listing on website events, schedule and calendar pages
- Promotion at monthly BBA meetings and coordinated events
- Member mentions at local and community activities
- Wine Walk logo and digital files available for member’s promotion
- At BBA website: Convenient PayPal or charge card advanced ticket sales (ends at **8:00PM** - 3/29/19)
- “15 seconds of fame” - mentions by trolley docent



www.BluffsBusinessAssociation.com
info@bluffsbusinessassociation.com
727-686-8797

Sponsor Deadline: January 25th
Merchant Deadline: February 13th
Final Online Ticket Sales: March 29th



Event Sponsor Opportunities



Dom Perignon (3 Available) \$600

- 8 bottles of wine

- Your business as check-in location for participants (includes ticket sales).
- Color logo promotion on trolley transporting guests
- Promotional story about your business in the Belleair Bee AND inserted in BBA bags given to attendees. Opportunity to place your branded item in bag.
- Recognition on marketing materials to include print, online and email blasts.
- Prominent listing on wine walk map given to guests at check-in.
- 8 complimentary tickets to the event (\$160 value) and volunteer ID badges.



Champagne (6 Available) \$400

- 6 bottles of wine

- One annual membership in Bluffs Business Association (\$120 value).
- Ad on wine walk promotion page in Belleair Bee AND inserted in the BBA bags given to attendees. Opportunity to place your branded item in bag.
- Recognition on marketing materials to include print, online and email blasts.
- B&W logo on wine walk map given to guests at check-in.
- 6 complimentary tickets to the event (\$120 value) and volunteer ID badges.



Riesling (For Non BBA Members) \$145

- 4 bottles of wine

- One BBA annual membership + online business card ad for 2019 (\$145 value).
- 2 tickets to the wine walk (\$40 value) and volunteer ID badges
- Listing on wine walk map given to guests at check-in



Vineyard FREE to BBA Members

- 4 bottles of wine

- 2 tickets to the wine walk (\$40 value) and volunteer ID badges
- Listing on wine walk map given to guests at check-in

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