



 USA TODAY

# Wine + food

---

EXPERIENCE











# Wine + Food EXPERIENCE

**11  
Cities**

**16,500  
Guests**

**300+  
Restaurants  
& Chefs**

**500K  
Bites  
& Sips**

Wine + Food Experience is a USA TODAY NETWORK event featuring an 11-city tour celebrating the best chefs, wine and food in our communities. Recognizing five years, the 2023 Wine + Food Experience is coming to these amazing Cities.

*August Tour Stops in **Detroit, Indianapolis, Louisville & Nashville***  
*September Tour Stops in **Raleigh, Jacksonville & Naples***  
*October Tour Stops in **San Francisco & Palm Springs***  
*November Tour Stops in **Phoenix & Las Vegas***





# Wine + Food EXPERIENCE

## Wine & Food

Taste, savor and explore the local culinary scene, from regional traditions to local trends and national favorites. Plus, discover something new.

A ticket gets you unlimited samples of food, wine & spirits.

## Grand Tasting & VIP

Indulge in samples from more than 30 local chefs, restaurants, wineries and breweries, plus nationally renowned culinary leaders.

The VIP experience includes early admittance with a VIP lounge to mix and mingle with chefs.

## Entertainment

Live Music  
Yard Games  
Contests  
Lounges & Seating  
Streaming Sports  
Photo Ops

## Stage

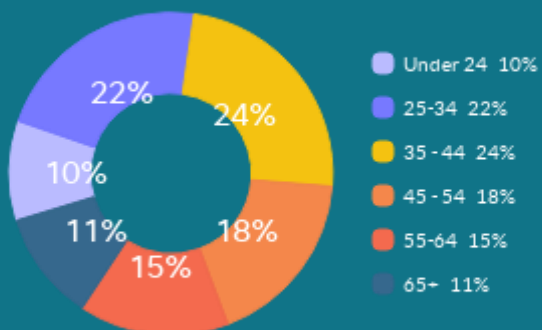
Lively cooking demonstrations, wine classes and seminars deliver unforgettable experiences for fans, connoisseurs, partners, purveyors, and industry personalities.



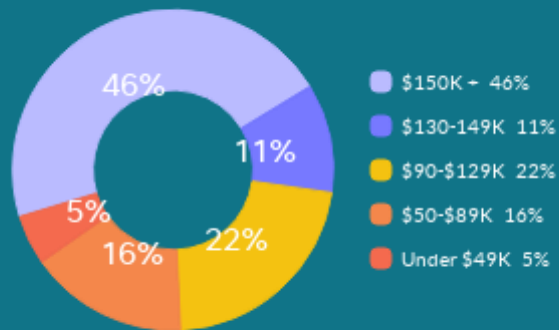
# The Audience

Partnering with the Wine & Food Experience and USA TODAY NETWORK delivers an enthusiastic food & dining loving crowd. In addition to the live event attendees, your partnership can include accessing the extended audience through the website, social media, contests and advertising.

## Age Range



## Income Details



## Passion, Interests and Habits

- Food & Dining/Cooking Enthusiasts/30 Min. Chefs
- Shoppers/Value Shoppers
- Travel/Travel Buffs
- Banking & Finance/Avid Investors
- Beauty & Wellness/Frequently Visits Salons
- Media & Entertainment/Movie & TV Lovers
- News & Politics/Avid News Readers
- Lifestyles & Hobbies/Business Professionals

## Recent Purchase Intent

- Apparel & Accessories/Women's Apparel
- Travel/Hotels & Accommodations
- Home & Garden/Home Decor
- Real Estate/Residential Properties (For Sale)
- Apparel & Accessories
- Autos & Vehicles/Repair & Maintenance
- Autos & Vehicles/Motor Vehicles (Used)

\*From Google Analytics Dec. 8, 2021 - Dec 9, 2022

\*From Google Analytics Dec. 8, 2021 - Dec 9, 2022





# Opportunities & Reach

Boost your exposure, gain an edge on your competition, build trust, loyalty and new customers by aligning with the USA TODAY NETWORK Wine & Food Experience. There are many ways to engage the 15,000 guests attending and the extended audience across the USA TODAY NETWORK publications, websites and social media. Here are some ideas:

**Sampling  
&  
Experiential  
Activations**

**Brand  
Awareness**

**Qualified  
Sales Leads**

**Contests &  
Promotions**

## Ideas & Opportunities to Explore

On site stage activations like demonstrations, classes & seminars  
"Exclusive" designation opportunities promoted in show and across all platforms  
Enter to Win contests across the USA TODAY NETWORK and/or at the live event  
Social Media opportunities  
Brand around an activity  
*and much more!*





# Marketing and PR

Connect with WFE consumers through an integrated marketing approach across the USA TODAY NETWORK and beyond. Create opportunities to engage directly at the live events and indirectly with marketing & content.



## DIGITAL

An average of 500K digital marketing impressions will support each stop of the WFE across the 11 City Tour.



## SOCIAL MEDIA



Paid & organic social media support each WFE. Over 45K followers across multiple social media platforms result in hundreds of thousands of impressions.



## PRESS COVERAGE

We work closely with local properties across the USA TODAY NETWORK and beyond to gain additional media support about the Wine & Food Experiences in each community.



## EMAIL

Targeted emails will support each WFE with an average opt in database of 15K per City supports sponsors and ticket sales.



## WINEANDFOOD.USATODAY.COM

The WFE website is a one stop shop for all important information including tickets, videos, photos, restaurant details, sponsor information and more. In 2022, there were 189K+ pageviews.



## OUT OF HOME

Radio, TV, billboards are just a few of the out of home marketing tactics that may support the WFE in each City.



COMING TO A CITY NEAR YOU	
<b>TICKETS</b> • Advance Grand Tasting tickets: \$65 - includes unlimited samplings of food, wine and beer. • Advance VIP tickets: \$100 - includes one-hour early entry, with access to the VIP lounge and exclusive tastings.	
<b>SEPT. 24</b> Indy - Indianapolis, IN	
Grand Tasting	Available
VIP	Limited remaining
<b>OCT. 01</b> Louisville, KY	
Grand Tasting	Available
VIP	SOLD OUT!!
<b>OCT. 08</b> Asheville, NC	
Grand Tasting	Available
VIP	Limited remaining
<b>OCT. 15</b> Paradise Coast - Naples, FL	
Grand Tasting	Available
VIP	SOLD OUT!!
<b>OCT. 22</b> Tampa, FL	
Grand Tasting	Available
VIP	Available
<b>NOV. 05</b> Phoenix - Scottsdale, AZ	
Grand Tasting	Available
VIP	Limited remaining
<b>NOV. 12</b> Ventura, CA	
Grand Tasting	Available
VIP	Available
<b>NOV. 19</b> Palm Springs, CA	
Grand Tasting	Available
VIP	Limited remaining







# **SPONSORSHIP OPPORTUNITIES**



## SPONSORSHIP OPPORTUNITIES

### WINE

Sign on as one of our wine partners and showcase your top wines throughout our Grand Tasting area

#### **INCLUDED WITH YOUR SPONSORSHIP**

- On-Site Activation
- Dedicated 10x10 footprint, pourers, ice
- 
- Marketing:
- Placement on materials to include but not limited to: thank you banner, inflatable signage, website and local mark ads larger than 1/2 page
- Social post on Wine & Food page
- Sponsor announcements during Grand Tasting hours
- Offer inclusion in post-event email to attendees

#### **BRAND RESPONSIBILITY**

- Ten (10) cases per 10x10 footprint with 3-4 varietals

#### **HOSPITALITY**

- Four (4) VIP tickets
- Ten (10) Grand Tasting tickets

#### **INVESTMENT: \$5,000 + PRODUCT**





## SPONSORSHIP OPPORTUNITIES

### ALCOHOL

Allow patrons to come sample and interact with your product by creating a fun space outside of the traditional tasting booth. Pourers, ice, and infrastructure is all provided.

#### INCLUDED WITH YOUR SPONSORSHIP

- On-Site Activation
- Dedicated 10x10 footprint, pourers, ice
- Marketing
- Placement on materials to include but not limited to: thank you banner, inflatable signage, website, and local market ads larger than ½ page
- Social post on Wine & Food page
- Sponsor announcements during Grand Tasting hours
- Offer inclusion in post-event email to attendees

#### BRAND RESPONSIBILITY

- Ten (10) bottles of spirits + all mixers per day of event
- Coordination of all delivery, permitting, etc.
- Décor, additional signage, giveaways, etc.

#### HOSPITALITY

- Four (4) VIP tickets
- Ten (10) Grand Tasting tickets

**INVESTMENT: \$5,000 + product**





## SPONSORSHIP OPPORTUNITIES BEER

Sign on as one of our beer partners and showcase your top products throughout our Grand Tasting area

### INCLUDED WITH YOUR SPONSORSHIP

- On-Site Activation
- Dedicated 10x10 footprint, pourers, ice
- Marketing
- Placement on materials to include but not limited to: thank you banner, inflatable signage, website, and local market ads larger than ½ page
- Social post on Wine & Food page
- Sponsor announcements during Grand Tasting hours
- Offer inclusion in post-event email to attendees

### BRAND RESPONSIBILITY

- Ten (10) cases per booth with 3-4 brand(s)

### HOSPITALITY

- Four (4) VIP tickets
- Ten (10) Grand Tasting tickets

**INVESTMENT: \$5,000 + product**





## SPONSORSHIP OPPORTUNITIES

# CULINARY STAGE

The Culinary Stage sponsorship allows your products to be showcased and used by our celebrity chefs, as well having the opportunity to showcase larger products side stage.

### INCLUDED WITH YOUR SPONSORSHIP

- Category exclusivity
- Naming rights to the Culinary Stage
- On-Site Activation
- Up to 10x20 footprint for additional product placement/activation near the Culinary Stage
- Ability to run a commercial on a loop in between demos
- Opportunity to provide literature for chairs
- Marketing
- Placement on materials to include but not limited to: thank you banner, inflatable signage, website, and local market ads larger than ½ page

### BRAND RESPONSIBILITY

- Up to 10x20 footprint for additional product placement/activation near the Culinary Stage
- Ability to run a commercial on a loop in between demos
- Opportunity to provide literature for chairs

### HOSPITALITY

- Four (4) VIP tickets
- Ten (10) Grand Tasting tickets

**INVESTMENT: \$10,000-\$15,000**





## SPONSORSHIP OPPORTUNITIES THE CELLAR

The Cellar Stage sponsorship allows your products to be utilized at the front of The Cellar, where wine and spirit demos take place.

### INCLUDED WITH YOUR SPONSORSHIP

- Naming rights to The Cellar
- On-Site Activation
- Up to 10x10 footprint for additional product placement/activation near The Cellar
- Ability to run a commercial on a loop in between demos
- Opportunity to provide literature for chairs
- Marketing
- Placement on materials to include but not limited to: thank you banner, inflatable signage, website, and local market ads larger than ½ page

### BRAND RESPONSIBILITY

- Staffing, décor, additional signage, giveaways, etc.

### HOSPITALITY

- Four (4) VIP tickets
- Ten (10) Grand Tasting tickets

**INVESTMENT: \$10,000-\$15,000**





# THANK YOU

---

REP

Dustin Erb

---

EMAIL

[dustin@promosocial.com](mailto:dustin@promosocial.com)

---

WEBSITE

[wineandfood.usatoday.com](http://wineandfood.usatoday.com)

---

