



Blackhawk Winery Summer Pairings: Music and Wine

Every Saturday evening from Memorial Day through Labor Day, Blackhawk Winery will be hosting an evening concert. We are partnering with WFYI, WZPL, WWKI, and more to promote these events, putting our advertising in front of over 100,000 people on a regular basis and are anticipating 200 to 500 people or more at each event. You are cordially invited to join us by sponsoring an evening of music!

The advertising for the series will begin in early March and will include direct mail to homes within a 30 mile radius of Blackhawk Winery (incorporating Hamilton, Boone, and Tipton counties) and partnership with multiple radio stations. Additionally, each concert will be promoted through our social media outlets and email. Our sponsors will have their sponsorship recognized in each of these venues to maximize exposure.

Sponsorship Opportunities for Summer Pairings: Wine and Music Series at the Blackhawk Winery & Vineyard

Full Sponsor (\$1,000 commitment): You will receive the following benefits with a value of over \$1,500!

- \$200 in gift cards (you choose the value of each card to match your needs!)
- 50 complimentary tasting tickets (total value \$250)
- Special recognition in all advertising
- Name recognition on banner at stage at all concerts
- Announcement of sponsorship and opportunity to introduce the band at the beginning of at least one of the evenings.
- Ability to set up a booth or table at each event to provide people with more information about your company.
- Access to a pre-concert VIP event for 20 people at one concert.* Includes:
 - Private area of the tasting room with personalized service
 - Appetizer buffet
 - \$4 glasses of wine and 20% off of bottle purchases for the VIP attendees
 - Value of \$50 per person (\$1,000 total value)

Co-Sponsor (\$500 commitment): You will receive the following benefits with a value of over \$750!

- \$100 in gift cards (you choose the value of each card to match your needs!)
- 25 complimentary tasting tickets (total value \$125)
- Special recognition in all advertising
- Name recognition on banner at stage at all concerts
- Announcement of sponsorship and opportunity to introduce the band at the beginning of at least one of the evenings.
- Ability to set up a booth or table at each event to provide people with more information about your company.
- Access to a pre-concert VIP event for 10 people at one concert.* Includes:
 - Private area of the tasting room with personalized service
 - Appetizer buffet
 - \$4 glasses of wine and 20% off of bottle purchases for the VIP attendees
 - Value of \$50 per person (\$500 total value)

"Adopt a Concert" Option: For \$250, you can receive special recognition at one concert.

- Special recognition on all advertising for the selected concert
- Special thanks at the beginning of concert and opportunity to have a representative introduce the band
- We will try to accommodate the ability to support a specific band, but book early to ensure you get the date/band you want to sponsor!

Don't want to sponsor, but appreciate the value of the perks for valued customers and employees through the Summer Pairings Concert Series? We would like to be your partner in providing these special perks and are offering the following deals in thanks for consideration of the sponsorship opportunities!

- Access to our pre-concert VIP events for \$30 per person (limited number of slots available per concert evening and reservations are required!)
- Purchase gift cards as thank you gifts (you set the value of the card) at a 10% savings for you!
 - For example, you pay \$45 for a \$50 gift card
- Purchase tickets for complimentary tasting gifts at a discount rate of \$2.50 per ticket (valued at \$5 per ticket)

To arrange your sponsorship or to take advantage of these special deals, please contact Deb at 317-771-2814 or info@blackhawkwinery.com today! We'll be happy to work with you on making the perfect package!

We can also help you build a custom sponsorship package that meets your needs – just ask!

*Limited numbers of spots are available for the pre-concert VIP experience and reservations are required!

2018 Concert Series (bands and events scheduled to date – check back often as this will be updated)

May 26 (Blackhawk Winery Anniversary Party)	TBD
June 2 (Wicked Wine Race)	TBD
June 9	TBD
June 16	TBD
June 23 (Strawberry Festival)	TBD
June 30	TBD
July 7 (4 th of July Party!)	Living Proof 6p-8p
July 14	TBD
July 21	TBD
July 28	TBD
August 4	TBD
August 11 (Dog Days of Summer)	My Yellow Rickshaw 6p-8p
August 18	TBD
August 25	TBD
Sept 1	TBD
Sept 8	TBD
September 15 (Harvest Festival)	Toy Factory 6p-8p