



VIRGINIA VINE

April 8-10, 2022 | Loudoun County, Virginia

SPONSORSHIP BENEFITS	Presenting \$75,000	Diamond \$50,000	Platinum \$25,000	Gold \$10,000
Wine Country, Nashville Comes to Middleburg (Friday, April 8)	16 admissions	12 admissions	8 admissions	6 admissions
Voices for Victory (Saturday, April 9: Morning) Must pre-register names due to limited capacity	10 admissions	8 admissions	6 admissions	4 admissions
Auction Dinner (Saturday, April 9: Evening)	10 admissions with priority location	8 admissions with priority location	6 admissions	4 admissions
Print Materials* Save-the-Date (9/1/21) Invitation (1/7/22) Program (3/8/22) Post-event thank you card (3/8/22) Newsletter (4/1/22)	Listed as "Presenting Sponsor" with prominent logo	Listed as "Diamond Sponsor" with prominent logo	Listed as "Platinum Sponsor" with prominent logo	Listed as "Gold Sponsor" with prominent logo
Event Stage Programs	On-screen logo recognition, verbal recognition by host, opportunity for company representative to speak (digital ad substitution is available)	On-screen logo recognition, verbal recognition by host	On-screen logo recognition, verbal recognition by host	On-screen logo recognition
Public Relations	Inclusion in press release	Inclusion in press release		
V Foundation Main Website	Dedicated article	Dedicated article		
Event Website	Corporate profile, link and logo	Corporate profile, link and logo	Logo and link	Logo and link
Active Promotion on V Foundation Social Media	Pre-event and post-event individual company recognition and shared recognition	Pre-event and post-event individual company recognition and shared recognition	Pre-event individual company recognition and shared recognition	Pre-event shared recognition
Additional Benefits	Brand activation opportunities	Brand activation opportunities	Brand activation opportunities	

* Inclusion in print, digital, and public relations are contingent upon commitment date.

Please note: Additional sponsorship benefits and recognition will be provided to Mission Partners and V Foundation National Partners. For tax purposes, please see your V Foundation representative for the fair market value of your package. For more information, please contact Karen Brett, director of business alliance, at kbrett@v.org.





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AL A CARTE	Wine Country, Nashville Comes to Middleburg (exclusive opportunity) \$35,000	Voices for Victory Sponsorship \$15,000	Breakfast of Champions Sponsorship \$10,000
Wine Country, Nashville Comes to Middleburg (Friday, April 8)	10 admissions	6 admissions	6 admissions
Voices for Victory (Saturday, April 9: Morning) Must pre-register names due to limited capacity	6 admissions	4 admissions	4 admissions
Auction Dinner (Saturday, April 9: Evening)	6 admissions	4 admissions	4 admissions
Print and visual* Invitation (1/7/22) Recognition in event signage (3/8/22) Printed program (3/8/22) Additional collateral and on-screen presentation (3/8/22)	Listed as "Wine Country, Sponsored by (insert company name or logo)" where applicable. Logo recognition in all other weekend event materials	Listed as "Voices for Victory, Sponsored by (insert company name or logo)" where applicable. Logo recognition in all other weekend event materials	Listed as "Breakfast of Champions, Sponsored by (insert company name or logo)" where applicable. Exclusive event signage displayed at the breakfast.
Event Website	Corporate profile and company link on Virginia Vine website	Company link and logo on Virginia Vine website	Company link and logo on Virginia Vine website
Social Media	Exclusive social media presence on minimum of 1 occasion	Exclusive social media presence on minimum of 1 occasion	
Public Relations	Name mention in press releases	Name mention in press releases	
Verbal Acknowledgement	Opportunity to speak to event group and intro event activity	Verbal acknowledgement at Voices for Victory	
Additional Benefits	Brand activation opportunities at Wine Country event		Brand activation opportunities at Breakfast of Champions

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