



DALLAS ARBORETUM

Food & Wine Festival

Thursday, March 24 – Sunday March 27, 2022



Sponsorship Opportunities

Get ready for the Dallas Arboretum's fifth annual culinary adventure.

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DALLAS ARBORETUM

Calling all foodies and wine lovers. 2022 will mark the fifth anniversary of the Dallas Arboretum's culinary adventure and we are seeking a presenting sponsor for this popular annual event in the garden which has sold out every year. The evening has a VIP experience with early admission, valet, specialty cocktails and chef stations by some of Dallas' most popular chefs. General admission attendees flow through the beautiful gardens sampling from 15-20 wineries and tasting delicious bites from around the Metroplex. The evening is made perfect with music, wine, craft beer and food stations in the peak of Dallas Blooms. To keep the festival going, after the Thursday evening Soiree, we have festival events the following weekend including a "farmers market" style vendor area showcasing products for sale to guests with general admission to the garden. The Presenting Sponsor would be the overall sponsor for both the wine festival in the garden plus the weekend's events.

The Festival is a sell out with 1,200 guests in the garden for the Thursday night wine event, and thousands more over the weekend. The Food and Wine Festival webpage receives over 11k views on average. Across three social platforms (Facebook, Instagram, and Twitter), the average reach per post is 3,000. Historical weekend attendance to the festival events is 16,000.

Presenting Sponsor – SOLD!

EVENT BENEFITS/OPPORTUNITIES

- ▶ Recognition in event press releases, website, event materials, social media, and advertisements as the presenting sponsor.
- ▶ 15 VIP passes and 10 general admission passes to the festival

YEAR ROUND BENEFITS/OPPORTUNITIES

- ▶ Recognition in Arboretum quarterly newsletter for 2022 sent to 40,000 households
- ▶ Recognition in Arboretum quarterly entertainment guide distributed at the entrance
- ▶ Listing on the Arboretum plaza entrance signage for 2022 (*gift must be received by print deadline*)

ARBORETUM COMPLIMENTARY MEMBERSHIPS & BENEFITS

- ▶ 8 Family memberships which includes year-round admission for up to 6 people per visit per membership and complimentary parking (*good for one year*)
- ▶ 200 complimentary Arboretum general admission daytime passes
- ▶ 10 invitations to the Arboretum Corporate Appreciation Dinner in March 2022



DALLAS ARBORETUM

VIP Ticket and Reception Sponsor \$15,000 - – SOLD!

EVENT BENEFITS/OPPORTUNITIES

- ▶ Recognition in event press releases, website, event materials, social media, signage at the reception, and advertisements
- ▶ Name/Logo on sponsorship board at event
- ▶ 10 VIP passes and 4 general admission passes to the festival

YEAR ROUND BENEFITS/OPPORTUNITIES

- ▶ Recognition in Arboretum quarterly newsletter for 2022 sent to 40,000 households
- ▶ Recognition in Arboretum quarterly entertainment guide distributed at the entrance
- ▶ Listing on the Arboretum plaza entrance signage for 2022 (*gift must be received by print deadline*)

ARBORETUM COMPLIMENTARY MEMBERSHIPS & BENEFITS

- ▶ 5 Family memberships which includes year-round admission for up to 6 people per visit per membership and complimentary parking (*good for one year*)
- ▶ 100 complimentary Arboretum general admission daytime passes
- ▶ 10 invitations to the Arboretum Corporate Appreciation Dinner in March 2022

Wine Glass Sponsor - SOLD!!!!

EVENT BENEFITS/OPPORTUNITIES

- ▶ Recognition in event press releases, website, event materials, social media, and advertisements
- ▶ Branding on wine stem given to each attendee (#1000)
- ▶ Name/Logo on sponsorship board at event
- ▶ 4 VIP passes and 4 general admission passes to the festival

YEAR ROUND BENEFITS/OPPORTUNITIES

- ▶ Recognition in Arboretum quarterly newsletter for 2022 sent to 40,000 households
- ▶ Recognition in Arboretum quarterly entertainment guide distributed at the entrance
- ▶ Listing on the Arboretum plaza entrance signage for 2022 (*gift must be received by print deadline*)

ARBORETUM COMPLIMENTARY MEMBERSHIPS & BENEFITS

- ▶ 2 Family memberships which includes year-round admission for up to 6 people per visit per membership and complimentary parking (*good for one year*)
- ▶ 75 complimentary Arboretum general admission daytime passes
- ▶ 10 invitations to the Arboretum Corporate Appreciation Dinner in March 2022



DALLAS ARBORETUM

Automotive Sponsor - \$10,000

EVENT BENEFITS/OPPORTUNITIES

- ▶ Recognition in event press releases, website, event materials, social media, signage at on-site vehicle location, and advertisements
- ▶ 3 vehicle placements over the 3-day event at the Arboretum (One in prime location inside the garden, and one at each garden entrance outside garden)
- ▶ Name/Logo on sponsorship board at event
- ▶ 4 VIP passes and 4 general admission passes to the festival

YEAR ROUND BENEFITS/OPPORTUNITIES

- ▶ Recognition in Arboretum quarterly newsletter for 2022 sent to 40,000 households
- ▶ Recognition in Arboretum quarterly entertainment guide distributed at the entrance
- ▶ Listing on the Arboretum plaza entrance signage for 2022 (*gift must be received by print deadline*)

ARBORETUM COMPLIMENTARY MEMBERSHIPS & BENEFITS

- ▶ 2 Family memberships which includes year-round admission for up to 6 people per visit per membership and complimentary parking (*good for one year*)
- ▶ 75 complimentary Arboretum general admission daytime passes
- ▶ 10 invitations to the Arboretum Corporate Appreciation Dinner in March 2022

Supporting Sponsors - \$10,000

EVENT BENEFITS/OPPORTUNITIES

- ▶ Recognition in event press releases, website, event materials, social media, branding on sponsor board at festival, and advertisements
- ▶ 4 VIP passes and 4 general admission passes to the festival

YEAR ROUND BENEFITS/OPPORTUNITIES

- ▶ Recognition in Arboretum quarterly newsletter for 2022 sent to 40,000 households
- ▶ Recognition in Arboretum quarterly entertainment guide distributed at the entrance
- ▶ Listing on the Arboretum plaza entrance signage for 2022 (*gift must be received by print deadline*)

ARBORETUM COMPLIMENTARY MEMBERSHIPS & BENEFITS

- ▶ 2 Family memberships which includes year-round admission for up to 6 people per visit per membership and complimentary parking (*good for one year*)
- ▶ 75 complimentary Arboretum general admission daytime passes
- ▶ 10 invitations to the Arboretum Corporate Appreciation Dinner in March 2022



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Napkin Sponsor - \$7,500

EVENT BENEFITS/OPPORTUNITIES

- ▶ Recognition in event press releases, website, event materials, social media, recognition on sponsor board at event, and advertisements
- ▶ Name/Logo on napkins
- ▶ 4 VIP passes and 4 general admission passes to the festival

YEAR ROUND BENEFITS/OPPORTUNITIES

- ▶ Recognition in Arboretum quarterly newsletter for 2022 sent to 40,000 households
- ▶ Recognition in Arboretum quarterly entertainment guide distributed at the entrance
- ▶ Listing on the Arboretum plaza entrance signage for 2022 (*gift must be received by print deadline*)

ARBORETUM COMPLIMENTARY MEMBERSHIPS & BENEFITS

- ▶ 2 Family memberships which includes year-round admission for up to 6 people per visit per membership and complimentary parking (*good for one year*)
- ▶ 60 complimentary Arboretum general admission daytime passes
- ▶ 6 invitations to the Arboretum Corporate Appreciation Dinner in March 2022

Wristband Sponsor - \$5,000

EVENT BENEFITS/OPPORTUNITIES

- ▶ Recognition in event press releases, website, event materials, and social media
- ▶ Name/Logo on VIP wristbands
- ▶ Name/Logo on sponsorship board at event
- ▶ 2 VIP passes and 4 general admission passes to the festival

YEAR ROUND BENEFITS/OPPORTUNITIES

- ▶ Recognition in Arboretum quarterly newsletter for 2022 sent to 40,000 households
- ▶ Recognition in Arboretum quarterly entertainment guide distributed at the entrance
- ▶ Listing on the Arboretum plaza entrance signage for 2022 (*gift must be received by print deadline*)

ARBORETUM COMPLIMENTARY MEMBERSHIPS & BENEFITS

- ▶ 2 Family memberships which includes year-round admission for up to 6 people per visit per membership and complimentary parking (*good for one year*)
- ▶ 40 complimentary Arboretum general admission daytime passes
- ▶ 4 invitations to the Arboretum Corporate Appreciation Dinner in March 2022



DALLAS ARBORETUM

Valet Sponsor - \$5,000

EVENT BENEFITS/OPPORTUNITIES

- ▶ Recognition in event press releases, website, event materials, and social media
- ▶ Opportunity for Arboretum approved promotional material left in vehicle by valet
- ▶ Name/Logo on sponsorship board at event
- ▶ 2 VIP passes and 4 general admission passes to the festival

YEAR ROUND BENEFITS/OPPORTUNITIES

- ▶ Recognition in Arboretum quarterly newsletter for 2022 sent to 40,000 households
- ▶ Recognition in Arboretum quarterly entertainment guide distributed at the entrance
- ▶ Listing on the Arboretum plaza entrance signage for 2022 (*gift must be received by print deadline*)

ARBORETUM COMPLIMENTARY MEMBERSHIPS & BENEFITS

- ▶ 2 Family memberships which includes year-round admission for up to 6 people per visit per membership and complimentary parking (*good for one year*)
- ▶ 40 complimentary Arboretum general admission daytime passes
- ▶ 4 invitations to the Arboretum Corporate Appreciation Dinner in March 2022

Arboretum Supporter - \$2,500

EVENT BENEFITS/OPPORTUNITIES

- ▶ Recognition on website and event materials
- ▶ Name/Logo on sponsorship board at event
- ▶ 2 VIP passes to the festival

YEAR ROUND BENEFITS/OPPORTUNITIES

- ▶ Recognition in Arboretum quarterly newsletter for 2022 sent to 40,000 households
- ▶ Recognition in Arboretum quarterly entertainment guide distributed at the entrance

ARBORETUM COMPLIMENTARY MEMBERSHIPS & BENEFITS

- ▶ 2 Family memberships which includes year-round admission for up to 6 people per visit per membership and complimentary parking (*good for one year*)
- ▶ 10 complimentary Arboretum general admission daytime passes



DALLAS ARBORETUM

Individual Chef Sponsor (40 available) - \$1,000

EVENT BENEFITS/OPPORTUNITIES

- ▶ Recognition on website and event materials
- ▶ Name on signage at the Chef's booth
- ▶ 2 VIP admission passes to the festival

YEAR ROUND BENEFITS/OPPORTUNITIES

- ▶ Recognition in Arboretum quarterly newsletter for 2022 sent to 40,000 households
- ▶ Recognition in Arboretum quarterly entertainment guide distributed at the entrance

ARBORETUM COMPLIMENTARY MEMBERSHIPS & BENEFITS

- ▶ 1 Family memberships which includes year-round admission for up to 6 people per visit per membership and complimentary parking (*good for one year*)

