

PROVINCETOWN FOOD & WINE FESTIVAL 2023

Dear sponsors, venues, businesses, suppliers, retailers, distributors and sales representatives,

Welcome to the Third Annual Provincetown Food & Wine Festival. This is the return of our exciting festival designed to showcase the restaurant and service industry, feature exceptional wines and local cuisine, and honor Provincetown as a truly unique destination. We invite you to be a part of it for a THIRD year in a row!

This year's THEME: LOCAL FOOD for GLOBAL WINES.

Supported by the Provincetown Tourism Board, this year's festival takes place between November 1st and November 5th (Wednesday through Sunday) and currently building scheduled events as well as additional functions throughout. There are many opportunities to take part in and several options to consider.

The structure of the festival is changing this year to accommodate more events. Please reach out with any and all questions and we will be happy to walk you through the options for participation.

This year, we are encouraging suppliers and distributors to work with venues and business to create their own unique events! We are looking forward to seeing the creative collaborations we know are sure to evolve. As always, we are here to help and facilitate and we look forward to an amazing festival this coming fall!

FESTIVAL ORGANIZED & EXECUTED EVENTS

The Grand Tasting

Town Hall has been purchased for **Saturday, November 4th** to hold the Grand Tasting.

From **1-4pm** is the Grand Tasting, a ticketed event for the public. Tickets to go on sale in August. Last year we had over 380 guests attend the Grand Tasting and we are looking to keep increasing this number annually.

A Ticket to the Grand Tasting gives the ticket holder:

- * Entry to the event
- * A commemorative etched wine glass
- * Electronic listing all of the wines and additional information
- * Festival Program Guide
- * **ORDER FORMS** connected to local retailer (Perry's Fine Wine & Spirits)

The idea for this tasting is to encourage a wide variety of suppliers and distributors, not exclusivity.

Participation is of no charge to suppliers/distributors but we are asking for you to supply your own wines.

Returning for 2023: FOOD

Food will be provided by local restaurants/cafes/togo as there will be tables throughout with complementary "tastes from town". This year's THEME is LOCAL FOOD, however we are adding an additional concept to the Grand Tasting that will focus on FOOD & WINE Pairing. Our food purveyors will collaborate with distributors/suppliers to enhance the experience through food & wine education.

Gallery Stroll

Friday, November 3rd, 1pm - 4pm.

The idea of this Gallery Stroll is similar in structure to the Gallery stroll that happens most Friday evenings in the summer. Since the sun sets earlier in Ptown this time of year, it will be an afternoon event to promote business in the shops in town. Each participating gallery is gifted wine to pour for the day.

In 2021 and 2022 this was a HUGE success.

This year, we are using a large corporate sponsorship to help support all of the financial needs of this event as we intend to keep it complimentary.

Note, this event is FREE to the public so it is NOT a ticketed event, however, it will be heavily marketed and will provide great exposure.
(Volunteers will be available to help pour.)

VENUE/BUSINESS ORGANIZED & EXECUTED EVENTS

Private Events/Dinners WEDNESDAY - SUNDAY

Opportunities to participate in the festival are available as we are now planning events with individual venues. Please visit the website: PTOWNFOODANDWINEFESTIVAL.COM – There is a PDF of the 2021 & 2022 Program Books to give an idea of some options.

Events for the 2023 Festival will be solely executed by the venues and their partnerships with distributors and suppliers. To be a part of the festival, the parties must contribute a sponsorship level. This is a participation fee that will cover all promotional and marketing expenses for the events. Venues have the choice of selling their own tickets to their individual events or utilizing the Festival's ticketing service. Contracts will be composed based on these decisions. The festival is excited to help structure and coordinate events and their timing during the festival. It is in everyone's best interest to be mindful of other events happening during the weekend. No events should be competing with the GRAND TASTING and GALLERY STROLL. Keep in mind also that The Boatslip will be having Tea Dance Friday, Saturday & Sunday from 4pm-7pm.

Let's work together to build the week's best line-up possible!! The festival is also here to build relationships between the venues and businesses with that of the suppliers and distributors! I am here to help!!

Sponsored events for the festival will get all of the additional benefits of the "Participating Sponsor".
(See cost/payment tier listed below.)

PARTICIPATION SPONSOR FEE

If you are not interested in running your own event during the festival but you want to participate and take advantage of the marketing and promotion that the festival provides, we have options!

Listing your business as a sponsor puts you on our website and provides advertising in our Program Guide Book.

We are looking for our returning sponsors to do this as well as new businesses! (See cost/payment tier listed below)

PROGRAM GUIDE BOOK – Full page \$500, Half page \$250, Quarter page \$125

A huge success from last year! Our goal is to double the publication. We expect to have 4000-5000 copies hitting the streets by mid-September. This gives a solid 6-8 weeks of exposure. This guide is full of information on the events and businesses supporting the festival as well as history and education! We are welcoming all advertisers to this guide book.

All SPONSORED EVENTS RECEIVE a FULL PAGE ad for their business, this can be split into 2 half page ads.

All PARTICIPATING SPONSORS RECEIVE a HALF PAGE ad for their business.

Ad space and additional ad space are available! Deadlines ARE extremely important. Delays in going to press are detrimental to all participants. Please be respectful.

Participation/Partner Level Sponsor*	\$500	Includes ½ page ad in Program Guide
Reserve Level Sponsor	\$1000	Includes Full page ad in Program Guide
Premier Cru Level Sponsor	\$1500	Includes Full page ad in Program Guide and sponsorship status/ads for the Gallery Stroll
Event Level Sponsor	\$1500	Includes Full page ad in Program Guide

*Sponsors returning for a consecutive year receive 50% off. Also, restaurants at this level may pay with up to 50% in gift certificates (\$250)

All Levels of Sponsorship receive the digital marketing package as well as social media support and advertising in addition to print ads, web links, and website presence.

It is up to you to decide on the level of involvement you would like to have in this festival, and we encourage all suggestions and collaborations. Also, we do understand that at this time of year (November) many businesses are closed for the season and we are open to creative ways for those to participate regardless. Thanks!

We look forward to hearing from you and are excited to build this festival for this year and for years to come.

Sincerely,

A handwritten signature in black ink, appearing to read 'Matthew King'. The signature is fluid and cursive, with the first name 'Matthew' written in a larger, more prominent script than the last name 'King'.

Matthew King
Event Director
Provincetown Food & Wine Festival
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