

KEY WEST FOOD & WINE FESTIVAL

MISSION
TO PROMOTE THE FLORIDA KEYS
AS A DINING DESTINATION

78 DEGREES | 20 EVENTS | 1 TINY ISLAND
FLIP FLOPS REQUIRED

JANUARY 23-27, 2019

SAVE THE DATE
TICKETS ON SALE NOW

THE KEY WEST FOOD AND WINE FESTIVAL

A series of wine and food
themed events showcasing a
diverse range of
wines & inventive cuisine,
hosted by their passionate
creators at iconic island locations.

OVER 20 UNIQUE EVENTS

Including
Waterfront Tastings,
Winemaker/Chef
Collaborations &
Local Funky Events
That Present An
Authentic Taste Of
Key West, Florida.

THE PLACE TO BE IN JANUARY

The festival attracts
thousands of culinary
explorers from around
the country who descend on the
tropical island to escape
the winter
and delight their senses.





KEY WEST FOOD & WINE FESTIVAL

PARTNERSHIP

Partnership Benefits

- Your business logo and link posted on our website.
- Link on our mobile app.
- Included in Social Marketing: Face Book, Twitter, Instagram and Pinterest & Google Plus.
- Recognized with logo on select print marketing.
- Advertised in national, regional and local publications.

Why Become A Partner?

The Festival is an annual destination event during winter season to attract food and wine enthusiasts to the Florida Keys.

In addition to increasing your company's profile among this key demographic, a partnership with The Festival will also allow your company to:

- Find new, quality customers.
- Gain cachet by affiliating your business with a high-end event targeting affluent Key's visitors.
- Broaden the market's awareness of your products and services.
- Reinforce loyalty with current consumer relationships.
- Gain media exposure among food, wine and lifestyle media.

Our advertising efforts are expected to reach over 4 million people this year with overall exposure to your brand.

Participating Sponsors must sign up by December 1st, 2017.
Tickets go on SALE November 1st, 2017.

This information is necessary for sales and marketing efforts to promote your business.



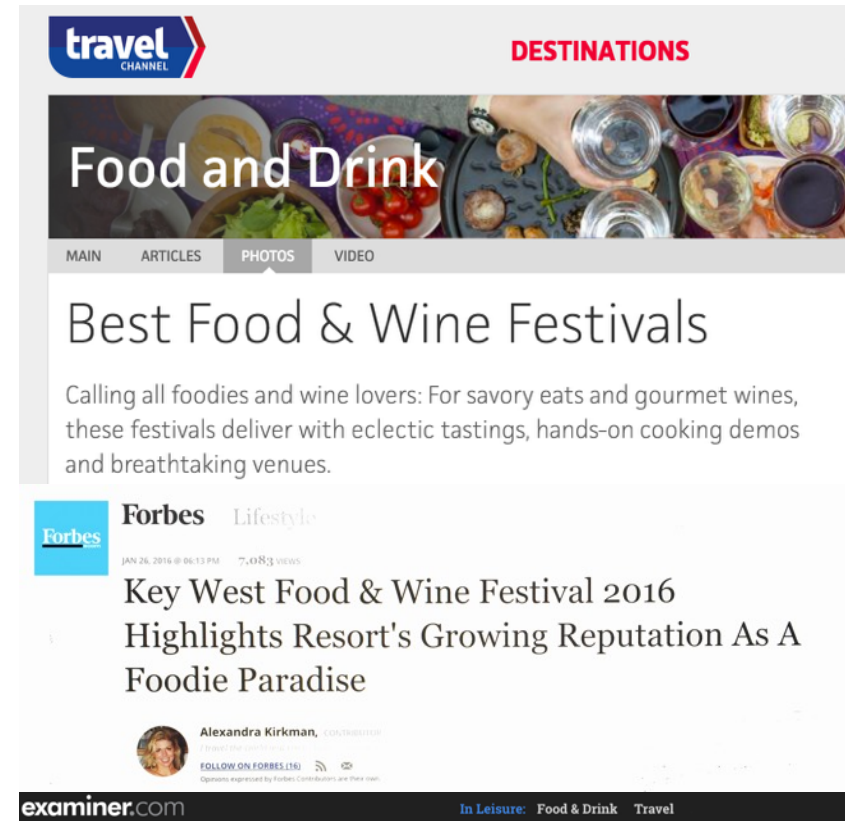
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KEY WEST FOOD & WINE FESTIVAL

MEDIA & PRESS



DESTINATION
FLORIDA KEYS & KEY WEST



5 food and wine festivals you absolutely must attend in 2016 [Like](#) [19](#)



FLAMINGO



KEY WEST FOOD & WINE FESTIVAL

DEMOGRAPHICS

OUR AUDIENCE

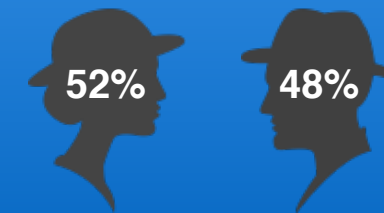
The Festival's audience continues to expand both nationally and internationally. The majority of our audience is derived from the

Mid-Atlantic and Southeastern States. Growth trends in ticket sales, internet traffic, and social media indicate a growing audience in Virginia, Massachusetts, New York, New Jersey, Pennsylvania, Illinois, Ohio, Texas, Florida, California, Louisiana, and Maryland.

50% of our Guest's return each year.

We attract over 3000 people over our five day event.

Average House hold income \$150,000+



SPONSORSHIP

The Key West Food & Wine Festival creates unique experiences and opportunities for its corporate partners.

All sponsorship packages are customized to meet prospective sponsor's goals.

Specific plans can be developed to meet individual sponsor needs for media outreach.



Bronze \$500



Gold \$1000



Platinum Presenting \$2500



Key West Food & Wine Festival

www.KWfoodwineFest.com

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