



CHEERS FOR FOOD & WINE FESTIVAL 2021  
JUNE 4-6





- Gain exposure and positive PR by partnering with the area's premier food and wine festival.
- Bring your clients, family and friends and enjoy world-class wines, great food and live music.
- Mingle with the many guests from the Lehigh Valley, New Jersey and beyond.
- Be affiliated with a cause whose objective is to provide access to a quality education. Sponsorship proceeds provide scholarships for NCC students.

## TOP AREA RESTAURANTS AND INDUSTRY LEADERS SUPPORT THE FESTIVAL – YOU'LL BE IN GREAT COMPANY!

### PLUS....

- 50+ wine varietals featured from the U.S. and around the world.
- 25+ top restaurants and caterers sharing samples of their finest fare.
- Premium champagne, spirits and craft beer.
- An Opening Night Premiere Party exclusive to sponsors and their guests with an exquisite menu and live auction.

Our comprehensive event marketing plan includes digital, print, radio, TV and outdoor. Strong social media campaigns drive festival excitement. PR also includes editorials, news coverage and on-air promotions.





Since 2010, the festival has raised over two million dollars to benefit the Northampton Community College Foundation. Our Culinary and Hospitality students also benefit from working with participating restaurants at the festival—gaining valuable experience and even job offers.

**Support the 11th Annual Lehigh Valley Food & Wine Festival and be part of the fun for a great cause!**





# GUESTS WHO SPIN, ALWAYS WIN!

The NCC Prize Wheel is a big crowd pleaser at the Lehigh Valley Food & Wine Festival. This guest activity is designed to raise awareness for Northampton Community College and add increased excitement to the festival experience. The wheel is located by the festival entrance and draws hundreds of participants each day of the Grand Tasting.

Be a part of the excitement and promote your company, restaurant or organization logo on our popular prize wheel in exchange for prizes. Prize suggestions include your company product, t-shirts, luggage tags, drawstring bags, fidget spinners, stress balls, flash drives, hand sanitizer, gift cards and tickets. Promotional items that are food or wine related are also very popular!

To have your logo appear on a prize wheel slot, you are requested to donate 100-300 prize items. We are also seeking larger prizes for our Mystery Prize category. Prize donors will receive an official acknowledgement from the NCC Foundation and recognition on the festival website.



# SPONSORSHIPS

Sign up early for additional exposure on our website and social media platforms

## PRESENTING SPONSOR

**\$25,000 (\$20,350 Charitable Deduction)**

- Exclusive Naming Rights to Vision Bar & Prominent Balcony Banner
- 18 Tickets to Emeril Opening Night Premier Party
- 24 VIP Tickets to Grand Tasting
- Access to Sponsor Suite during Grand Tasting
- Early entrance to Grand Tasting at 11:30am
- Full Page Program Ad
- Opportunity to provide give-a-ways for prize wheel
- Listed as sponsor on Food & Wine Festival website
- Listed on digital displays at Grand Tasting & Opening Night
- Opening Night & events prior to the festival
- Listed in Festival Program Books
- Company name on festival lanyards
- Link to offer half price tickets to the Grand Tasting for employees

## GOURMET SPONSOR

**\$20,000 (\$15,800 Charitable Deduction)**

- Exclusive Naming Rights to Gourmet Room & Prominent Signage
- 16 Tickets to Emeril Opening Night Premier Party
- 22 VIP Tickets to Grand Tasting
- Access to Sponsor Suite during Grand Tasting
- Early entrance to Grand Tasting at 11:30am
- Full Page Program Ad
- Opportunity to provide give-a-ways for prize wheel
- Listed as sponsor on Food & Wine Festival website
- Listed on digital displays at Grand Tasting & Opening Night
- Listed in Festival Program Books
- Link to offer half price tickets to the Grand Tasting for employees

## ENTERTAINMENT SPONSOR

**(RESERVED)**

**\$15,000 (\$11,750 Charitable Deduction)**

- Exclusive Naming Rights to Main Stage with Prominent Signage
- 10 Tickets to Emeril Opening Night Premier Party
- 20 VIP Tickets to Grand Tasting
- Access to Sponsor Suite during Grand Tasting
- Early entrance to Grand Tasting at 11:30am
- Full Page Program Ad
- Opportunity to provide give-a-ways for prize wheel
- Listed as sponsor on Food & Wine Festival website
- Listed on digital displays at Grand Tasting & Opening Night
- Listed in Festival Program Books
- Link to offer half price tickets to the Grand Tasting for employees

## CHAMPAGNE & CHOCOLATES ROOM

**(RESERVED)**

**\$15,000 (\$11,750 Charitable Deduction)**

- Exclusive Naming Rights to the Champagne & Chocolates Room with Prominent Signage
- Exclusive logo on wine glasses
- 10 Tickets to Emeril Opening Night Premier Party
- 20 VIP Tickets to Grand Tasting
- Access to Sponsor Suite during Grand Tasting
- Opportunity to have a promotional table inside the Champagne & Chocolates Room
- Early entrance to Grand Tasting at 11:30am
- Full Page Program Ad
- Opportunity to provide give-a-ways for prize wheel
- Listed as sponsor on Food & Wine Festival website
- Listed on digital displays at Grand Tasting & Opening Night
- Listed in Festival Program Books
- Link to offer half price tickets to the Grand Tasting for employees

## **SPIRITS ROOM**

### **\$15,000 (\$11,750 Charitable Deduction)**

- Exclusive Naming Rights to the Spirits Room with Prominent Signage
- 10 Tickets to Emeril Opening Night Premier Party
- 20 VIP Tickets to Grand Tasting
- Opportunity to have a promotional table inside the Spirits Room
- Access to Sponsor Suite during Grand Tasting
- Early entrance to Grand Tasting at 11:30am
- Full Page Program Ad
- Opportunity to provide give-a-ways for prize wheel
- Listed as sponsor on Food & Wine Festival website
- Listed on digital displays at Grand Tasting & Opening Night
- Listed in Festival Program Books
- Link to offer half price tickets to the Grand Tasting for employees

## **SPONSOR SUITE**

### **\$15,000 (\$11,750 Charitable Deduction)**

- Exclusive Naming Rights to the Sponsor Suite with Prominent Signage
- Promotional signage on cocktail napkins and around the sponsor bar
- Opportunity to have a promotional table in the sponsor suite
- 10 Tickets to Emeril Opening Night Premier Party
- 20 VIP Tickets to Grand Tasting
- Early entrance to Grand Tasting at 11:30am
- Full Page Program Ad
- Opportunity to provide give-a-ways for prize wheel
- Listed as sponsor on Food & Wine Festival website
- Listed on digital displays at Grand Tasting & Opening Night
- Listed in Festival Program Books
- Link to offer half price tickets to the Grand Tasting for employees

## **FEST CREW SPONSOR**

### **\$10,000 (\$8,000 Charitable Deduction)**

- Exclusive Naming Rights on Volunteer T-Shirts
- 8 Tickets to Emeril Opening Night Premier Party
- 10 VIP Tickets to Grand Tasting
- Access to Sponsor Suite during Grand Tasting
- Early entrance to Grand Tasting at 11:30am
- Half Page Program Ad
- Opportunity to provide give-a-ways for prize wheel
- Listed as sponsor on Food & Wine Festival website
- Listed on digital displays at Grand Tasting & Opening Night
- Listed in Festival Program Books
- Link to offer half price tickets to the Grand Tasting for employees

## **PLATINUM SPONSOR**

### **\$10,000 (\$8,000 Charitable Deduction)**

- 8 Tickets to Emeril Opening Night Premier Party
- 10 VIP Tickets to Grand Tasting
- Access to Sponsor Suite during Grand Tasting
- Early entrance to Grand Tasting at 11:30am
- Half Page Program Ad
- Opportunity to provide give-a-ways for prize wheel
- Listed as sponsor on Food & Wine Festival website
- Listed on digital displays at Grand Tasting & Opening Night
- Listed in Festival Program Books
- Link to offer half price tickets to the Grand Tasting for employees

## **BEST OF THE FEST SPONSOR**

### **\$10,000 (\$8,000 Charitable Deduction)**

- Presence on Stage during the announcement of winners
- Opportunity to be a judge in the Best of the Fest Competition
- Exclusive Naming Rights to the Restaurant Competition
- 8 Tickets to Emeril Opening Night Premier Party
- 10 VIP Tickets to Grand Tasting

- Access to Sponsor Suite during Grand Tasting
- Early entrance to Grand Tasting at 11:30am
- Logo with competition description in Program Book
- Opportunity to provide give-a-ways for prize wheel
- Listed as sponsor on Food & Wine Festival website
- Listed on digital displays at Grand Tasting & Opening Night
- Listed in Festival Program Books
- Link to offer half price tickets to the Grand Tasting for employees

### **GOLD SPONSOR**

#### **\$7,500 (\$5,950 Charitable Deduction)**

- 6 Tickets to Emeril Opening Night Premier Party
- 8 VIP Tickets to Grand Tasting
- Access to Sponsor Suite during Grand Tasting
- Early entrance to Grand Tasting at 11:30am
- Opportunity to provide give-a-ways for prize wheel
- Listed as sponsor on Food & Wine Festival website
- Listed on digital displays at Grand Tasting & Opening Night
- Listed in Festival Program Books
- Link to offer half price tickets to the Grand Tasting for employees

### **DESIGNATED DRIVER SPONSOR**

#### **\$5,000 (\$3,900 Charitable Deduction)**

- Exclusive logo on designated driver cups
- 4 Tickets to Emeril Opening Night Premier Party
- 6 VIP Tickets to Grand Tasting
- Access to Sponsor Suite during Grand Tasting
- Early entrance to Grand Tasting at 11:30am
- Logo description in Program Book
- Opportunity to provide give-a-ways for prize wheel
- Listed as sponsor on Food & Wine Festival website
- Listed on digital displays at Grand Tasting & Opening Night
- Listed in Festival Program Books
- Link to offer half price tickets to the Grand Tasting for employees

### **SILVER SPONSOR**

#### **\$5,000 (\$3,900 Charitable Deduction)**

- 4 Tickets to Emeril Opening Night Premier Party
- 6 VIP Tickets to Grand Tasting
- Access to Sponsor Suite during Grand Tasting
- Early entrance to Grand Tasting at 11:30am
- Opportunity to provide give-a-ways for prize wheel
- Listed as sponsor on Food & Wine Festival website
- Listed on digital displays at Grand Tasting & Opening Night
- Listed in Festival Program Books
- Link to offer half price tickets to the Grand Tasting for employees

### **CONTRIBUTING SPONSOR**

#### **\$2,500 (\$1,850 Charitable Deduction)**

- 2 Tickets to Emeril Opening Night Premier Party
- 4 VIP Tickets to Grand Tasting
- Access to Sponsor Suite during Grand Tasting
- Early entrance to Grand Tasting at 11:30am
- Opportunity to provide give-a-ways for prize wheel
- Listed as sponsor on Food & Wine Festival website
- Listed on digital displays at Grand Tasting & Opening Night
- Listed in Festival Program Books
- Link to offer half price tickets to the Grand Tasting for employees

### **FRIEND**

#### **\$1,000 (\$830 Charitable Deduction)**

- 2 VIP Tickets to Grand Tasting
- Access to Sponsor Suite during Grand Tasting
- Early entrance to Grand Tasting at 11:30am
- Opportunity to provide give-a-ways for prize wheel
- Listed as sponsor on Food & Wine Festival website
- Listed on digital displays at Grand Tasting & Opening Night
- Listed in Festival Program Books



**Contact:**

GINNA CORADO  
610-332-6274

[gcorado@northampton.edu](mailto:gcorado@northampton.edu)

or

ELYSE HOLBEN  
610-332-6278

[eholben@northampton.edu](mailto:eholben@northampton.edu)

More festival information can be found at  
[lehighvalleyfoodandwine.com](http://lehighvalleyfoodandwine.com)

**NORTHAMPTON**  
COMMUNITY COLLEGE  
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