

The Primary Proposal–*Prototype*

Please note: The proposal is tailored to the bank category. Anything in parentheses and italics means tailor the information to a particular company, business category, sponsor level, etc. Anything in just italics is our direction to you.

Dear *(Contact)*:

Opportunity

*(From acquiring new customers to strengthening current customer relationships and promoting (Company)'s products/services), the **Main Street Wine and Food Festival** is the ideal marketing platform for reaching Charleston's most affluent audience segment.*

In its second year, this high-profile, three-day festival will feature a gourmet expo with 130 exhibitors, top-name entertainment, a wine auction, cooking classes with famous chefs, tours of the area's best wine cellars and kitchens. The inaugural event attracted 55,000 attendees (70% ages 35-50; 50% HHI > \$200K) and included blue-chip cosponsors such as AT&T, Lexus, Merrill Lynch and *Food & Wine Magazine*.

We invite *(Company)* to tap the sales and marketing power of the October 8-10, 2004 event by becoming an Official Sponsor. Your fully-integrated package of primary benefits includes:

Tailored Benefits

Title, Main Stage. *(Company)*'s festival partnership includes title to one of our most popular attraction and the focus of the festival's evening activities–The Main Stage. Renaming this attraction (*specify, e.g., The Wachovia Stage*) guarantees that every time The Main Stage name appears in any advertising, promotion or collateral materials, *(Company)*'s name and/or logo appears with it.

\$10,000 Worth of Promotional Incentives. One way to measure return is by tying sponsorship directly to sales. The festival makes selling turn-key by providing *(Company)* with a \$10,000 activation credit, which you can tap into for promotional offers. For example, you can offer free or discounted admission tickets with each checking account opened.

Prototype Proposal continued

Tailored
Benefits
(continued)

Targeted Display. The centrally-located display booth is the ideal venue for your sales force to interact with our audience and feature *(Company)*'s products/services.

Guaranteed Visibility. *(Company)* will be included in the festival's four-week, \$200,000 TV, radio, print and outdoor advertising blitz. Plus, you will receive recognition in 250,000 Main Street Wine and Food Festival brochures and 60,000 souvenir programs.

The Main Street Wine and Food Festival's tremendous popularity and high visibility create the perfect hook for *(acquiring new customers to strengthening current customer relationships and promoting (Company)'s products/services)*.

In short, a Main Street Wine and Food Festival sponsorship offers a platform to drive sales and build relationships.

Here's how:

Tailor to sponsor business category.

Customized
Promotional
Overlays

Added-Value Offers. Each time a customer opens a qualifying account, is approved for a loan or applies for a bank credit card, *(Company)* will offer a co-branded premium item (*wine tasting glossary/guide, cookbook, etc.*). Additionally, customers will automatically be entered to win a (*specify, e.g., trip to wine country such as Napa Valley; private dinner hosted by one of the city's leading chefs; etc.*). *(Company)* can also use its premium display space at the festival, staffed by a bank sales associate, to educate the festival audience about its products/services and conduct themed promotions.

Cause Marketing Promotions. Link new accounts or loans to your festival partnership. Each time a customer opens a qualifying account, is approved for a loan or applies for a bank credit card (*or some other bank product*), *(Company)* will make a \$10 donation in the customer's name to the Charleston chapter of the National Food Bank—the festival's official charity. Promote the offer at *(Company)* branches, on *(Company)*'s Web

Prototype Proposal continued

**Customized
Promotional
Overlays
(continued)**

site, and by inserting a themed promotional piece in monthly statements and information packets.

Client Entertainment. Use your festival hospitality tickets and our exclusive VIP area to entertain key customers on-site. Select chefs and sommeliers will be available for demonstrations and question/answer sessions exclusively for your guests. Provide clients with a goody bag, including (*specify, e.g., coupons, wine tasting glossary/guide, etc.*).

Festival Business. The Main Street Wine and Food Festival has a \$(*specify*) annual budget, and will use (*Company*) for all its (*insert service, e.g., banking, cash management or insurance*), provided rates and offers are competitive. Additionally, (*Company*) can place ATMs throughout the festival site.

Fee

The fee for this package is an affordable \$100,000. *Insert special fee offers when appropriate.*

If you can't secure an informational meeting and/or a formal sales meeting without sending a formal written proposal, include the following paragraph in your mailed or e-mailed proposal offer letter.

**Call for
Action**

(*Contact*), please consider this proposal as a starting outline. There obviously are additional opportunities that can be explored. I know that once we meet and I learn more about your objectives, we can tailor the sponsorship package to your exact goals and priorities.

I will contact you on (*specify day and date*) to determine if a meeting is warranted. Include if you know prospect's assistant's name: Or, if that time or date does not work, perhaps (*assistant's name*) could contact me to schedule a better time. In the meantime, please do not hesitate to contact me at (*telephone number*) with any questions.

Sincerely,

(*name*)
(*title*)

Prototype Proposal continued

ADDENDUM A: Additional Selling Points

Win/Win Marketing...Main Street Wine and Food Festival & (Company)*

Heightened Communication

With Main Street Wine and Food Festival, you'll be speaking with your targets, not at them. Unlike a commercial interruption, your message is woven right into the action, reaching consumers while they're engaged. And, rather than a perfunctory 30-second spot, you have (*specify time-frame, e.g., entire morning, evening or weekend*) to convey your message.

Outstanding Sales Climate

Nine out of 10 attendees spend more than three hours at the festival. And, the festival is one of the few live entertainment opportunities in Charleston that brings the entire family unit together—more than 60 percent of attendees are families. Festival attendees gain firsthand knowledge of your products (*or services*) in an overwhelmingly favorable environment.

Community Roots

Whether it's the 1,000 volunteers who donate 10,000 hours of volunteer time, or the 38 restaurants who open their doors to festival attendees or the thousands of people who participate in the cooking classes, our festival is more than the #1 local attraction in Charleston in October—it is simply the most targeted way to reach the elite Charleston community.

Bottom-Line Impact

Considering 55,000 attendees paid \$15 to attend the newly-established festival in 2003, including the 35 percent who traveled more than two hours, it's safe to say the festival is an important asset in the lives of Charleston's affluent residents. And when you support something they care about, they'll support you. A full (*specify*) percent of visitors say they would have a higher propensity to buy the products and services of festival sponsors than those of their competitors.

**Source: Cite third-party source used and date when applicable*

Prototype Proposal continued

ADDENDUM B: Demographics and Purchasing Habits

Main Street Wine and Food Festival Attendee Profile*

Festival attendees represent the area's business and civic leaders. They are frequent travelers, averaging eight business trips and two pleasure trips per year. They are investors and rely on financial services. They purchase quality automobiles, first-rate audio and video equipment and other items that contribute to their quality of life.

- 43 percent of festival attendees have a household income in excess of \$145,000, with another 10 percent earning more than \$300,000
- 77 percent are married and 90 percent have attended college
- Median age is 42, and just under half (48 percent) are male
- 72 percent own their own homes
- 70 percent carry one or more credit cards
- 84 percent have two or more family cars

Add purchasing habits with information tailored to product category you are pitching.

Include pie chart showing percentage of attendees by age:

- 10-18 years old (Specify) percent
- 19-34 years old (Specify) percent
- 35-44 years old (Specify) percent
- 45-54 years old (Specify) percent
- 55 years old and older (Specify) percent

Note: A children's festival would show ages for kids 1 to 14 in three-year increments, while a rock music tour would break out ages for 16-to-34-year-olds in small increments, etc.

Main Street Wine and Food Festival Attendees Support Sponsors*

- Attendees appreciate festival sponsors: 68 percent have a more positive image of companies that sponsor the festival than those that do not
- A full 55 percent of Main Street Wine and Food Festival attendees could name three or more sponsors
- Six in 10 attendees reported that sponsorship of Main Street Wine and Food Festival would make them more likely to choose the sponsor's product

**Source: Cite third-party source used and date when applicable*

Prototype Proposal continued

ADDENDUM C: Summary of Rights and Benefits

Main Street Wine and Food Festival Delivers

Title, Main Stage. *(Company)*'s festival partnership includes title to one of our most popular attraction and the focus of the festival's evening activities—The Main Stage. Renaming this attraction (*specify, e.g., The Wachovia Stage*) guarantees that every time The Main Stage name appears in any advertising, promotion or collateral materials, *(Company)*'s name appears with it. Additionally, *(Company)*'s corporate (*or brand*) colors and identity will be incorporated into the “look” of the stage, and as the sole Title Sponsor, *(Company)* is guaranteed a dominant presence throughout the festival.

\$10,000 Worth of Promotional Incentives. One way to measure return is by tying sponsorship directly to sales. The festival makes selling turn-key by providing *(Company)* with a \$10,000 activation credit, which you can tap into for promotional offers. For example, you can offer free or discounted admission tickets with each checking account opened. And if redemptions exceed \$10,000, you need only reimburse the festival 50 cents on the dollar, ensuring the cost of your success is never higher than your profit.

Targeted Display. *(Company)* receives an on-site display in a high-traffic area, allowing you to reach attendees face-to-face in a meaningful, memorable fashion. At the ticket/information booths and concession outlets, distribute (*specify items, depending on sponsor category*) coded to help track results. Additionally, festival staff/volunteers will distribute your (*literature*) on site to attendees, saving you tens of thousands of dollars in implementation costs. *(Company)* will also receive inserts in all ticket envelopes and in all 60,000 souvenir programs. You may also use the festival to conduct consumer research, solicit customer feedback and build your database.

Extensive Recognition. Your presence is reinforced through *(Company)* ID on all Festival collateral materials, including 250,000 Main Street Wine and Food Festival brochures and 60,000 souvenir programs. *(Company)* recognition extends online through a year-round ID and link on the festival's Web site, as well as co-branded content and the right to capture visitor information. The festival's Web site is visited by an average of (*specify number*) unique visitors each month.

Prototype Proposal continued

Guaranteed Media. *(Company)*'s logo will ride free in \$200,000 worth of print and broadcast advertising purchased by the festival. In addition, *(Company)* will receive \$(*specify*) worth of coverage from our local media partners. A minimum of (*specify number*) 30-second radio spots and (*specify number*) 10-second radio tags will be allocated to *(Company)*.

On-Site Recognition. Main Street Wine and Food Festival is one of the most popular new events in Charleston, and *(Company)* will receive exposure throughout the event. (*Specify number and size*) banners at entrances/exits, concessions and ticket/information booths, as well as ID on our sponsor appreciation board, ensure prominent exposure throughout the three-day festival. Additional exposure will be delivered through your ID on (*specify number and size*) banners at your titled attraction and a *(Company)* mention on the festival hotline.

Client Entertainment. *(Company)* receives discounted use of festival VIP facilities for private functions as well as VIP tickets, free parking and special access to festival cooking classes and behind-the-scenes tours of the area's best wine cellars and kitchens.

Access to Attendee Database. The festival's proprietary mailing list of 20,000 event attendees is available exclusively to our sponsors and not offered at any price à la carte. Accompanied with a letter from the festival's executive director (*specify*) introducing *(Company)* and explaining its sponsorship support, your mailing will be completely coordinated by the festival.

Official Status/Preferred Vendor. The Main Street Wine and Food Festival has a \$(*specify*) annual budget, and as the official bank and preferred vendor, we will use *(Company)* for all our (*insert service, e.g., banking, cash management or insurance*), provided rates and offers are competitive. Additionally, *(Company)* can place ATMs throughout the festival site.

Competitive Advantage. Yours will be the only company within the (*bank*) category allowed to use the event's marks and logo on advertising (*when applicable: and packaging*) to create festival-themed promotions and receive on-site visibility. This air-tight package guarantees your promotions cannot be duplicated by anyone else in your product category.

Prototype Proposal continued

Full Promotional Rights. *(Company)* receives royalty-free use of the festival's high-impact marks and logo on advertising, promotions (*when applicable: and packaging*). Use of the recognizable Main Street Wine and Food Festival marks communicates your commitment to the community.

Cosponsor Cross-Promotions. To ensure your promotional dollars work harder, the Main Street Wine and Food Festival will host an annual marketing workshop for our sponsors. Promotions with cosponsors can double your visibility, place your promotions in new distribution outlets and generate valuable merchandise for use in sweepstakes and trade incentives.

Turn-Key Partnerships. The Main Street Wine and Food Festival has a full-time professional staff committed to helping our partners achieve maximum return on investment from their sponsorship. We will coordinate programs with your sales force to ensure success. In addition, the festival takes the guesswork out of sponsorship by providing a thorough post-event reconciliation. Tear sheets, broadcast campaign summaries, attendance figures, promotional recaps, impressions summaries and pictures of signage are among the items inventoried in the report. *(Company)* can also submit questions for inclusion in our audience survey to determine promotion effectiveness and awareness, buying habits and attitudes.

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ADDENDUM D: Fact Sheet

Charleston's Most Popular Event

- Who:** Main Street Wine and Food Festival
- What:** A \$1.2-million, three-day, two-night, multi-event festival
- Gourmet expo with 130 exhibitors
 - Wine auction
 - Cooking classes with famous chefs
 - Tours of the area's best wine cellars and kitchens
 - More than 60 entertainers performing on the three stages
- Where:** Andur Park, centrally located for the area's most affluent consumers
- When:**
- Friday, October 15, through Sunday, October 17, 2004
 - Activities start at 10 a.m. and run until 10 p.m. each day
- Attendance:** 55,000
- Tickets:** \$15.50 adults; \$4.50 children
- Benefits:** \$1 of every ticket goes to the Charleston chapter of the National Food Bank
- Producer:** Enthusiast Productions, Inc.—founded in 1988—a specialist in producing wine and food events

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ADDENDUM E: Sponsor Case History

One Sponsor's Success Story

Who: Packaged Goods, Inc.'s Brand XYZ

What: Official Sponsor

Objectives:

- Boost shelf space, retailer co-op advertising and consumer sales
- Increase standing in special markets

Promotions:

- Bring proof of purchase to festival and receive 50-cent food ticket
- Retail and on-site sweepstakes with urban-contemporary radio station partners
- On-site sampling and couponing

Measured:

- On-site redemption activity, sampling and couponing
- Number of retailers promoting the offer in-store and in their own advertising
- Product shipments during the festival promotion
- Attendee recall

Results:

- Gave away more than 10,000 food tickets to Festival attendees redeeming Brand X wrapper
- In-store displays were 112 percent higher than rest of U.S.
- Retailer participation in Brand X's co-op advertising was the highest ever
- Local shipments of the traditionally sluggish 48-ounce size during peak month of promotion increased 238 percent over the previous year; shipments for the quarter jumped 193 percent. Those figures contrasted with a national nine-percent decline for the month and a two-percent increase for the quarter
- Market share remained one point higher in the months following the sponsorship than it had been previously
- Brand X placed fifth among the Festival's 20 sponsors in attendees' unaided recall