



13th Putnam County Wine & Food Fest:

Connect with your ideal audience by tailoring your brand messaging to their interests. This is the key to deepening connection, increasing engagement, and driving sales in a crowded market.

ABOUT US

THE PUTNAM COUNTY WINE & FOOD FEST (PCWFF) WAS LAUNCHED IN 2011

Our 13th PCWFF is slated for September 21 and September 22, 2024, at Wells Park, Brewster, NY. The festival is a gathering that brings together a multicultural audience to celebrate regional cideries, distillers, vineyards, local farmers, arts and crafts, as well as international music and food. It is a fun event for all ages and includes activities for children. Additionally, a portion of the event's proceeds will go to support the Miles of Hope Breast Cancer Foundation, which is a 501(c)(3) public charity.





**CONNECT WITH FAMILIES WHO ENJOY
FARM-TO-TABLE AND ARTISANAL
LIFESTYLES AND SPENDING TIME IN THE
COUNTRY.**

Our PR Strategy

Our marketing efforts are carefully planned and executed to ensure the festival is widely promoted and reaches as many people as possible. Our comprehensive marketing plan includes the following strategies:

- Sponsored posts on our active social media accounts, which include Facebook, Instagram, and X (formerly Twitter).
- Feature articles in our newsletter, which will be published from May to the festival date, to keep you updated with the latest festival news.
- Distribution of our press releases to various wire services, targeting media outlets that cover beer, cider, spirits, wine, food, and music, to keep the buzz going.
- Digital ads in related media and radio commercials that will run across various platforms, reaching a wider audience.
- Promotions through tourism agencies like Hudson Valley Tourism, Putnam County Tourism, and I Love NY, to attract both local and international visitors.

AUDIENCE AND TESTIMONIALS

ABOUT OUR AUDIENCE

30% are aged 55 and older,
70% aged 18-54

48% are
females

50% have
participated in
our festival in the
past three years

31% make more
than \$150k/year

42.8% with
Bachelor's degree
and higher
persons age 25+

TESTIMONIALS

- ▶ “I had an unbelievable time. The weather was excellent, the parking was perfect, and the wine, beer, food, and other vendors were knowledgeable and friendly. I was able to taste many different wines, spirits, and beer and the BBQ Brisket, Mac and Cheese and Lobster roll were to die for. I had a great time and hope to see it for many years to come,” said Bob S, Carmel/Mahopac.
- ▶ “A wonderful time was had at this event! We had a blast. Great event,” said Ameil.
- ▶ “We tasted all sorts of wine, spirits, and even balsamic vinegar from Italy. We sampled lemon aperitifs which were very bitter yet refreshing. Overall, we enjoyed listening to the various singers which had the vendors engaged.” said Heather.



ACTIVATION OPPORTUNITIES

CHOOSE ONE OF THE
ACTIVATION OPPORTUNITIES
BASED ON YOUR GOALS



ARE YOU LOOKING FOR A CREATIVE WAY TO COLLECT CONTACT INFORMATION FROM YOUR AUDIENCE? LOOK NO FURTHER! RUNNING A GIVEAWAY CONTEST COULD BE JUST THE SOLUTION YOU NEED.

By offering free products in exchange for contact information, you can easily grow your email list and expand your customer base. Don't miss out on this opportunity to connect with your audience and increase your sales.

**LEAD
GENERATION
CONTEST!**

PRODUCT SAMPLING!

Set up a booth and give away products

Give coupons to our audience

Give away products in person or online

A chance to get product directly into the hands of your target market

BUILD YOUR BRAND!

Do you have a new product or offer that the market hasn't heard of yet?

WANT TO SEND A MESSAGE TO YOUR AUDIENCE ABOUT WHO YOU ARE AND WHAT YOU DO?

Combining storytelling, experiential marketing, and branding is a great way to speak to your audience in a way that resonates with them

INTERESTED IN SHOWING YOU BELIEVE WHAT THEY BELIEVE?



Our sponsors receive the following benefits, but we don't stop there. Our goal is to engage your target audience meaningfully. We offer all sponsors main asset categories to ensure we cover everything.

- 🍷 **Logo placement on event signage**
- 🍷 **Logo and link to website**
- 🍷 **Social media promotion**
- 🍷 **Sampling rights**
- 🍷 **Exhibiting opportunities**
- 🍷 **Digital advertising and coupons**
- 🍷 **Opportunity to provide a blog post or other thought leadership piece**
- 🍷 **Enjoy discounted ticket pricing for clients and customers**
- 🍷 **Opportunity to place your product in our gift basket to raffle to our attendees**
- 🍷 **Feature article and logo in our monthly newsletter**
- 🍷 **Logo in our Program Guide**

WE COVER ALL THE BASES

PRICING



We invite you to choose one of the activation opportunities, which includes all the benefits mentioned on the benefits page, for a total cost of \$4,000.



The only additional cost will be related to your activation (product, coupons, printed materials, etc.).



Thank you



We want to connect with you!



Our team at Greenergy Productions, LLC is dedicated to helping you achieve your goals. We are here to listen to your needs and assist you in every way possible.



Please don't hesitate to reach out to our President/Founder, Lauren Drummond, at 845-494-4654 or email lauren@putnamcountywinefest.com.