



August 10, 2024 🍷 5 PM—10 PM 🍷 Downtown Streets of Leesburg

# TASTE

Leesburg

A circular logo featuring two wine glasses. The glass on the left contains a yellow liquid, and the glass on the right contains a purple liquid. The logo is set against a background of various food and drink icons.

## 2024 Sponsorship Guide



# TASTE Leesburg: \teyst\ *noun*

an event in which to experience the flavors of Leesburg



TASTE our incredible town! This event provides area residents, businesses, and visitors a chance to experience Leesburg as they have never before!

Historic Downtown Leesburg will showcase local food, beer, wine, retail, and businesses. Two stages of entertainment with live music, demonstrations, and all things food and drink will be on display for all to enjoy.



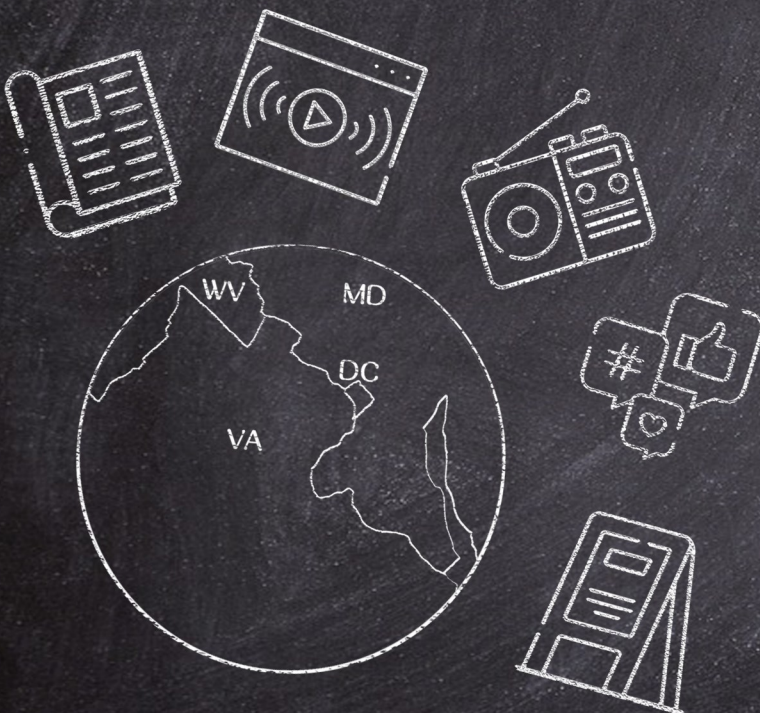


# Specials:

## Marketing Outreach

TASTE Leesburg advertising draws attendees from Northern Virginia, Maryland, Washington DC, and Eastern West Virginia with the following outreach:

- ☞ Print advertising in various publications
- ☞ Radio
- ☞ Online event calendars
- ☞ Social media with paid advertising, influencer marketing, and organic posts
- ☞ Print media distributed to Downtown businesses, hotels, and visitors' bureau
- ☞ On site marketing with signage and branded event programs



## Five Star

\$8,000

- ☞ Company listed as Presenting Sponsor wherever event name is listed - for example: "Taste Leesburg, presented by XYZ Company"
- ☞ **Category exclusivity**
- ☞ Company logo on marketing posters on display at Town businesses
- ☞ 15' wide x 10' deep booth space at event
- ☞ Company logo on event entrance signs
- ☞ Company name on up to 5,000 ABC wrist bands for attendees drinking beer/wine
- ☞ Company mentioned as Presenting Sponsor from both stages during event
- ☞ Company logo with hyperlink on event website
- ☞ Social media mentions with company tagged (up to two)
- ☞ Opportunity to provide 15-30 second video for social media posting from TASTE Leesburg page
- ☞ Company name in press release

## Executive Chef

\$5,000

- ☞ 10' wide x 10' deep booth space at event
- ☞ Company logo on event entrance signs
- ☞ Company logo on up to 2,500 beer/wine cups
- ☞ Company logo on marketing posters on display at Town businesses
- ☞ Company logo with hyperlink on event website
- ☞ Social media mentions with company tagged (up to one)
- ☞ Company mentioned as sponsor from both stages during event
- ☞ Company name in press release

## Sous Chef

\$3,000

- ☞ 10' wide x 10' deep booth space at event
- ☞ Company logo on event entrance signs
- ☞ Company logo on "last call" signage at beer and wine booths (up to 20 booths)
- ☞ Company logo on marketing posters on display at Town businesses
- ☞ Social media mentions with company tagged (up to one)
- ☞ Company logo with hyperlink on event website
- ☞ Company mentioned as sponsor from both stages during event
- ☞ Company name in press release

## All selections served with:

- ☞ Company logo in event program
- ☞ Company logo in post-event thank you ad

## Gourmet

\$2,000

- 10' wide x 10' deep booth space at event
- Social media mentions with company tagged (up to one)
- Company logo on event entrance signs
- Company logo with hyperlink on event website
- Company mentioned as sponsor from both stages during event
- Company name in press release

## Savory

\$1,500

- Company logo displayed at Sip n Savor Stage
- Company logo on event entrance signs
- Company logo with hyperlink on event website
- Company name in press release

## Flavor

\$1,000

- Company logo on event entrance signs
- Company logo with hyperlink on event website
- Choice of Company logo on performer signs for up to four street performers
- or
- Company logo on one of four event ticket booths
- Company name in press release

## Foodie

\$500

- Company logo with hyperlink on event website,
- Plus the items listed below

### All selections served with:

- Company logo in event program
- Company logo in post-event thank you ad





# Sponsorship Coordinator

Please reach out to our Sponsorship Coordinator with inquiries or interest.

**Jenn Goldman**  
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**Click here to commit your company**

