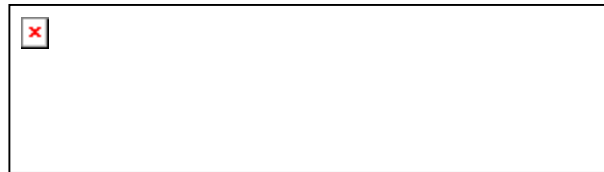


## *Downtown Albany Wine Walk*

Sponsored by the Rotary Club of Albany

www.albanywinewalk.com



FEBRUARY 4, 2013

Dear Local Business:

The Rotary Club of Albany invites you to partner with us in hosting the Fifth Annual Upstairs Downtown Albany Wine Walk. This community event will take place on Friday, May 3, 2013 from 4:00 to 8:00 PM in conjunction with the Upstairs Downtown Loft Tour organized by the Albany Downtown Association.

Enclosed you will find a description of our sponsorship program and a sponsorship agreement for the Fifth Annual Upstairs Downtown Albany Wine Walk. We invite you to consider partnering with us in hosting this popular event that supports so many local programs.

If the crowds of years past are any indication, we anticipate over 1,250 people sampling the latest vintages of twenty or so wineries as they stroll through downtown shops and restaurants. And, of course, everyone loves to take a peek inside the hidden spaces visible only during the Loft Tours.

Sponsorship is an integral part of the success of this popular event. Money raised by the Wine Walk will support the charitable causes in which the Rotary Club of Albany participates, including the annual Christmas Program which provides Christmas gifts for local underprivileged children, the 3<sup>rd</sup> Grade Dictionary Project, bicycle safety programs, SMART, ABC House, Special and International Projects, and Junior First Citizen awards. Last year Albany Rotary Club were able to purchase and install a new play structure at Lafayette Elementary School. Sponsoring this year's event is a mutually beneficial partnership which offers considerable exposure for you and your business. We look forward to working with you!

*For more information, you may contact Helen Nelson, of the Wine Walk Committee of the Rotary Club of Albany at 5419170100, or by e-mail at [albanywinewalk@gmail.com](mailto:albanywinewalk@gmail.com).*

Sincerely

Helen Nelson  
Wine Walk Committee, Albany Rotary Club

## **Pinot Noir Sponsorship**

**\$2,000**

Name and/or logo on the following:

- 375-500 wine glasses distributed at the event
- Named on full page ad in the Albany Chamber Newsletter
- Advertisements in Albany Democrat Herald and other periodicals
- Press releases
- Albany Wine Walk webpage and Facebook page
- Wine Walk posters
- Advertisement in the Official Wine Walk booklet handed out on the night.

Additional sponsorship benefits:

- Booth space at event (subject to consent of our ticket sales outlet)
- Alternating Recognition in Radio advertisements and interviews
- Event entry and wine glass for 10 people
- Permission to use Albany Wine Walk name and logo in company advertising

## **Pinot Gris Sponsorship**

**\$ 250**

Company Name on the following:

- Ads in Democrat Herald, Albany Chamber Newsletter, and other periodicals
- Albany Wine Walk webpage and Facebook page
- Advertisement in the Official Wine Walk guide booklet

Additional sponsorship benefits

- Event entry and wine glass for 4 people
- Permission to use Albany Wine Walk name and logo in company advertising

*If you would like to sponsor this event, please complete and return the agreement, along with a check payable to the Rotary Club of Albany, for the amount of your sponsorship, to Helen Nelson, Albany Wine Walk 100 Calapooia St SW Albany OR, 97321 by March 1, 2013*

## SPONSORSHIP AGREEMENT

Business Name: \_\_\_\_\_ (as you would like it to appear  
on all marketing materials)

Contact: \_\_\_\_\_ Contact email: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Preferred method of communication: \_\_\_\_\_

\_\_\_\_\_ (“Sponsor”) would like to sponsor the Upstairs  
Downtown Albany  
(Name of Business)

Wine Walk, on May 3, 2013, from 4:00 p.m. to 8:00 p.m.

Sponsorship level:

- Pinot Noir Sponsor (\$2,000)
- Pinot Gris Sponsor (\$250)

Sponsor agrees to provide the Rotary Club of Albany with the following by March 1, 2013:

- Correct spelling and logo information
- Completed Sponsorship Agreement and payment for chosen sponsorship level.

\_\_\_\_\_ would like to sponsor the Wine Walk (“event”), on May 3, 2013.  
(Name of Sponsor)

Sponsor agrees to indemnify and hold harmless the Rotary Club of Albany and event-partner Albany Downtown Association, their officers, directors, employees, agents, volunteers, members and assigns from and against any losses, liability, claims, demands, expenses, fees, fines, penalties, suits, proceedings, damages, actions, and causes of action of any kind and nature arising from or in any way connected with the Wine Walk, as well as any loss, damage, theft, or other injury to Sponsor.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_