



2016

**ASHEVILLE**  
**WINE & FOOD**  
FESTIVAL

media partnership  
opportunities



# About AW&FF

When millions of food and wine lovers chose Asheville, North Carolina among their Top 10 food and wine destinations in the U.S., the secret was finally out: this vibrant and eclectic mountain city is a must-visit, must-taste culinary hot spot. The Travelers' Choice® Food and Wine Destinations awards, announced in October 2011 by the world's largest travel site, TripAdvisor, placed Asheville right up there with New York City, San Francisco, New Orleans and Chicago. Southern Living listed Asheville among the "Tastiest Towns in the South." The 2015 Asheville Wine & Food Festival was named as a Top 20 Event by the Southeast Tourism Society.

Coming up next August the 2016 Asheville Wine & Food Festival, brings together the finest regional, national, and international wines, exceptional restaurants, craft beer, spirits, and handcrafted artisanal foods for a weekend of palate-pleasing indulgence. This highly anticipated event, recognized by the New York Post as one of the best of its kind, will be held in the heart of the city's lively downtown, where festival goers will find a treasure of independent, farm-to-table restaurants and a colorful street performer on every corner, from musicians to magicians to living statues.



**Friday, August 19  
& Saturday, August 20  
Asheville, NC**

## Asheville Wine & Food Festival Mission and Goal:

- The Asheville Wine & Food Festival was created to showcase our region's wealth of culinary offerings and promote the chefs, restaurants, vineyards, breweries, distilleries and farms who have elevated our status to a "Foodtopian Society".

Through the celebration of local food-ways, the festival supports and highlights local retailers, attractions, and hotels which are key to the Asheville experience.

## AW&FF Attendance

- 5,000 in attendance over 3 days
- 53% of Festival visitors were from the Buncombe County area while 47% were non-local (50+ miles away)
- 40% of those surveyed came in groups of 4 or more
- 45 was the median age of the Festival visitors
- 60% of the visitors have an annual income of \$100,000+

## Asheville Wine & Food Festival Events

February 11 through April 21 Wine, Beer & Spirits Dinners

May 5 - 8 Asheville Cocktail Week

August 19 SWEET

August 20 GRAND TASTING AND VIP EVENT



# media partnership opportunity



In-kind trade value:

**\$10K**

## Asheville Wine & Food Festival EVENTS:

- One product showcase booth at Grand Tasting
- 4 VIP tickets to Grand Tasting
- 6 General admission tickets to Grand Tasting
- 4 tickets to Sweet
- Opportunity to include materials in the Official AW&FF gift bag (limited to certain weight)

## Print:

- 1/2 page ad in Official Asheville Wine & Food Festival Program distributed at Grand Tasting
- Logo on select AW&FF marketing materials

## Digital:

- Media Partner recognition on AW&FF website
- Rotating 300x250 pixel skybox ad on AW&FF website through December 31, 2016

