



wnc MAGAZINE  
asheville  
wine & food  
festival 2011



ASHEVILLEWINEANDFOOD.COM



“ Whether it’s culture, the great outdoors or homegrown food and beer, Asheville takes its pleasures seriously. ”

–The New York Times, October 2010

## ABOUT THE ASHEVILLE WINE & FOOD FESTIVAL

It’s no longer a secret: Asheville is a must-visit culinary destination. With a rich history of foodways that are deeply connected to the mountains of Western North Carolina, Asheville and the surrounding area have boasted award-winning chefs and restaurants for years. The Asheville Wine & Food Festival was born from a desire to celebrate and showcase our area’s chefs, wineries, farmers, and food producers.

Through the support of organizations such as Appalachian Sustainable Agriculture Project, Blue Ridge Food Ventures, Warren Wilson College, Organic Growers School, Seasonal School for Culinary Arts, and the Asheville-Buncombe Technical College Culinary Arts and Hospitality Program, it’s easy to find an ever-increasing number of organic farms and talented chefs. And our region’s wealth of wineries have made viticulture a permanent part of the state’s economy.

### Festival Overview:

Founded in 2009, the inaugural event attracted nearly 500 attendees who sampled wine and food while enjoying live entertainment on the banks of the French Broad River.

In 2010, the WNC Chefs Challenge was introduced. These weekly, *Iron Chef*-style competitions allowed diners to judge the competitors’ dishes, and decide which teams advanced to the Finale. The ultimate cook-off took place during the Asheville Wine & Food Festival Grand Tasting, which was attended by more than 2,000 foodies.

This year, more than 100 wineries, distributors, food vendors, and restaurants will participate, and 3,000 are expected to attend and delight in the offerings. The second annual WNC Chefs Challenge Finale will take place live at this year’s Festival, along with entertainment, workshops, and more.

### Giving back:

The Festival is proud to maintain a charitable component by contributing proceeds and collaborating with area nonprofits that support and promote sustainable and ecologically-sound food production and education.

The inaugural event in 2009 was a fund-raiser for RiverLink, which works to preserve our area’s waterways. Funds from the 2010 festival were awarded to MANNA FoodBank and Slow Food Asheville.

In 2011, the Festival will share proceeds with F.E.A.S.T., a hands-on cooking program that focuses on seasonal, local ingredients and education. Children are taught how to plant, harvest, cook, eat, and enjoy food that is fresh, easy to prepare, affordable, and sustainable. The program is being implemented in public housing centers, public and private schools, and the YMCA and YWCA. F.E.A.S.T. is a program of Slow Food Asheville.





## JOIN THE FESTIVAL AS A SPONSOR

The Asheville Wine & Food Festival features your brand in front of thousands of discerning foodies, wine and craft beer enthusiasts, the area's top chefs, restaurants, hotel and business owners, and others. Nearly half of the ticket holders who attended the Grand Tasting in 2010 were from outside Western North Carolina. The Festival will continue rigorous marketing campaigns on local, regional, and national levels to add to the scope of your brand's exposure.

### Branding opportunities

It all starts in March with the WNC Chefs Challenge series, the premier culinary competition in Western North Carolina. Last year, over the course of 12 weeks, hundreds of diners filled downtown Asheville's Flying Frog Café to enjoy and judge more than 8,000 dishes, ultimately deciding which chefs made it to the Finale. Semi-finalists included teams from The Admiral in Asheville, Curras Nuevo Cuisine in Woodfin, and Nico's Café in Waynesville, with Chef Rick Boyer of the Inn on Biltmore Estate earning the title of Top Chef in WNC.

### Visibility to include, but not limited to:

- Logo on signage at host location and promotional materials distributed at each competition, with 100 paid diners, plus VIP's and members of the media expected each week for an estimated 1,000+ unique diners, and 1,400+ impressions from March until May
- Logo on weekly e-blasts announcing the next week's competition to a qualified database of 2,000+ subscribers
- Logo on WNC Chefs Challenge schedules and posters to be distributed at participating restaurants and wine and specialty shops throughout the region
- Opportunity to distribute promotional materials and address diners at the weekly competitions
- Branding opportunities in the WNC Chefs Challenge Finale Tent at the Grand Tasting

**After the preliminary round of the WNC Chefs Challenge has finished in May, there are opportunities to host or have a presence at wine dinners and tastings to be held during June and July. A kickoff gala on Friday, August 12, will serve as a fund-raiser for the Asheville Symphony Orchestra. The Grand Tasting and WNC Chefs Challenge Finale will be held Saturday, August 13.**

### Visibility to include, but not limited to:

- Logo on full-page house ads that will run in all GulfStream titles:
  - > 4 in *WNC* magazine (March/April, May, June, July), 2 in *Charleston* magazine, 2 in *Grand Strand* magazine
- Logo on Asheville Wine & Food Festival promotional materials to be distributed at participating restaurants, wine and specialty shops throughout the region, and at the following events:
  - > Charleston Wine + Food Festival, Blue Ridge Wine & Food Festival in Blowing Rock, North Carolina, Lake Eden Arts Festival in Black Mountain, North Carolina, and more
- Continued online web presence on AshevilleWineandFood.com
- Sponsor recognition in official Asheville Wine & Food Festival guide in the August issue of *WNC* magazine
- Logo on event signage and projections at the Grand Tasting
- Opportunity for a booth presence at the Grand Tasting
- Opportunity of branding specific Festival merchandise:
  - > Wine tote bags (estimated 2,000), wine glasses (estimated 3,000), wristbands (estimated 3,000), vendor lanyards (estimated 300)
- Ad placement in official Asheville Wine & Food Festival program to be distributed at the Grand Tasting (3,000)



## FESTIVAL MARKETING STRATEGY FOR 2011

Attendees of the Asheville Wine & Food Festival are epicureans with incomes that allow for travel and indulgence in their culinary curiosities. Nearly half of attendees at the 2010 Grand Tasting were from outside Western North Carolina, with the highest numbers coming from the Triad and Triangle regions of North Carolina, the Charleston and Greenville areas of South Carolina, and Atlanta. Marketing efforts include comprehensive campaigns locally and regionally, as well as targeted areas across the Southeast and nation.

Campaigns to include:

- E-blasts to GulfStream Communications title databases, which include *WNC*, *Charleston*, *Charleston Home*, and *Grand Strand* magazines (more than 40,000 e-mail addresses)
- Web advertisements to run on all GulfStream websites directing traffic to [ashevillewineandfood.com](http://ashevillewineandfood.com), which will have sponsor ads and logo presence
- Scheduled print advertisements in all GulfStream publications
- The use of all GulfStream Communication social media outlets, such as Facebook and Twitter
- Combination of print and/or online advertising through the *Asheville Citizen-Times* and *Mountain Xpress*
- Press releases to a database of local, regional, and national media contacts, including food and wine writers and bloggers
- Radio spots on Clear Channel radio stations, Asheville Radio Group radio stations, WCQS, WHLC, WNCW
- Partnerships with the Asheville Area Chamber of Commerce and Visitors Bureau in promotional packages and exposure
- Combination of print and/or online advertising in the following media outlets (budget permitting):
  - *Raleigh News and Observer*
  - *Atlanta* magazine
  - *Charlotte* magazine
  - *North Carolina Wine Press*
  - *Triad Living*
  - *Winston-Salem Monthly*

The Asheville Wine & Food Festival in the News  
In 2010, Festival events were featured in:

- *Asheville Citizen-Times*
- *The Biltmore Beacon*
- *Charleston* magazine
- *The Knoxville Observer*
- *Mountain Xpress*
- *North Carolina Wine Press* magazine
- *WNC* magazine

“ A thriving farm-to-table scene, a flourishing network of family farms and farmers markets and a growing roster of award-winning chefs combine to create the ideal food climate in Asheville. ”

-Livability.com, April 2010





# ASHEVILLE WINE & FOOD FESTIVAL 2011 SPONSORSHIPS

## Epicurean Sponsorship = \$10,000

### ❁ Exclusive WNC Chefs Challenge Sponsor

- Year-round exposure on [ashevillewineandfood.com](http://ashevillewineandfood.com)
- Weekly e-blasts
- Branding at tasting events
- 4 tickets to each WNC Chefs Challenge
- Branding of the WNC Chefs Challenge Finale Tent at the Grand Tasting

### ❁ Asheville Wine & Food Festival exposure

- Logo placement on all festival marketing initiatives
- Booth at the Grand Tasting
- Back cover of program
- 10 tickets to the Grand Tasting
- First rights of branding on Asheville Wine & Food Festival merchandise

## Gourmand Sponsorship = \$7,500

### ❁ Asheville Wine & Food Festival exposure

- Advertisements and logo recognition on [ashevillewineandfood.com](http://ashevillewineandfood.com) year-round
- Logo placement on all Festival marketing initiatives
- Booth at the Grand Tasting
- Full-page ad in program
- 6 tickets to the Grand Tasting
- Choice of branding on Asheville Wine & Food Festival merchandise

## Connoisseur Sponsorship = \$5,000

### ❁ Asheville Wine & Food Festival exposure

- Year-round name recognition on [ashevillewineandfood.com](http://ashevillewineandfood.com)
- Name recognition on Festival marketing initiatives
- Booth at the Grand Tasting
- Half-page ad in Festival program
- 2 tickets to the Grand Tasting