

# 2021 TWF WINERY PARTICIPATION

## BASIC REGISTRATION PRICING

- \$500 - Regular Pricing

## BASIC REGISTRATION INCLUSIONS

Provide tasting room-style booth set-up, with collateral and props to fit a 6-foot area, and beverage samples of 1/2 to 1-ounce pours at the following:

- **Thursday VIP Reception 6:00-8:30pm** (150 VIPs/Trade, Premium Wine min \$60 MSRP), expect to pour 5 bottles
- **Friday Grand Tasting in the Grand Tasting Village 12:00-3:00pm** alongside up to 60 other exhibitors (Trade receive free tickets, 700 people), expect to pour 24 bottles
- **Friday Toast of Telluride 5:00-7:30pm** held in local art galleries (500 people), expect to pour 12 bottles
- **Saturday Grand Tasting in the Grand Tasting Village 12:00-3:00pm** alongside up to 100 other exhibitors (First 45 minutes to VIPs and Trade, 3 hours to ticket buyers, 700-1,000 people), expect to pour 36 bottles

And our finale:

- **Sunday Farm to Table Brunch 11:00am-1:30pm** (up to 100 people, includes your Brunch), expect to pour 4 bottles white or rose and 3 bottles red

Again this year, we are asking each winery to provide:

- Two (2) bottles of any of your wines for the VIP area located in the central area of the Grand Tasting Village, and Two (2) bottles for the Festival as a donation.

OR

- One (1) large format donation to the Festival Auction to be held online in December.

## BASIC REGISTRATION BENEFITS

Wineries will experience a number of benefits from involvement with the Festival, including:

### PRODUCT VISIBILITY

- Opportunity to showcase products to Festival talent (award-winning chefs, sommeliers, restaurateurs, etc.), national media and other industry influencers.
- Product visibility and sampling opportunities with about 2,500 affluent, food- and beverage-loving consumers and distributors.
- Opportunity to sell your product to consumers through our Retail Partner - you will do order fulfillment and receive all customer data to add to your mailing lists.

### WINERY STANDARD BOOTH SET-UP

- One 6-foot table with linen, chilling tubs, water, ice, spittoons
- Electricity – 110v outlet (if required).
- Additional tables are available; see Options page to follow.

### FESTIVAL MERCHANDISE

- Two TWF 2021 commemorative glasses
- One TWF 2021 poster

### PASSES TO GRAND TASTING PAVILION

- Up to two (2) badges per paid exhibit space
- May purchase up to two (2) additional badges for \$50 each, including entry to **Friday and Saturday Grand Tasting Village** and the **Friday Toast of Telluride**.
- Passes for other events will be discounted and available for purchase once the schedule is finalized closer to event dates.