OUT IN THE VINEYARD
Our Wine Country

Introduction

*Welcome to Out In The Vineyard's "**Gay Wine Weekend 2013**" fundraiser in celebration of Gay Pride Month, located in the world renown California Wine Country. Gay Wine Weekend will take place on Father's Day Weekend, Friday, June 14th-Sunday, June 16th, 2013. Our premiere, signature, event, "Twilight T-Dance" will take place on Saturday, June 15th, at a premier winery event location in the heart of Wine Country.*

As a member of the local community, Out In The Vineyard strives to support local Sonoma Country non-profits and charities. This year's Twilight T-Dance benefits Face to Face Sonoma County AIDS Network whose mission is to provide compassionate care to people living with HIV/AIDS and their loved ones and the Sonoma County Pride Planning Committee.

The other events that will surround and support the T-Dance will be an evening of LGBT entertainment on Friday evening, June 14th and the Big Gay Brunch and Auction on Sunday, June 16th, also benefiting Face to Face.

As a member of the local community, Out In The Vineyard strives to support local Sonoma County non-profits and charities. With so much funding cut to supply vital services to those in need in our community, events such as these are not only needed, but a necessity.

Out In The Vineyard is an experiential Wine Country Tour and Event company offering exclusive itineraries to the discriminating gay and lesbian traveler, and their friends. Owned and operated by local gay community insiders bringing the LGBT traveler the best of Our Wine Country.

We invite you to contact us for additional information regarding participating in Out In The Vineyard's Gay Wine Weekend 2013.

Cheers,

Mark Vogler & Gary Saperstein
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Out In The Vineyard
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Gay Wine Weekend 2013

Gay Wine Weekend is an annual charity event produced by Out In The Vineyard, an experiential Wine Country Tour and Event company offering exclusive itineraries to the discriminating gay and lesbian traveler. Owned and operated by local gay community insiders bringing the LGBT traveler best of Our Wine Country.

Our Beneficiary

Face to Face, Sonoma County AIDS Network

Since 1983, Face to Face has addressed the ever-changing challenges presented by the HIV epidemic in Sonoma County. Their **mission is to provide compassionate care to people living with HIV/AIDS and their loved ones, and prevention education to the entire community.** Face to Face is committed to providing the essential, compassionate care necessary to help reconnect their clients with their vitality and well-being.

The goal of the **Care Services** program is to encourage well-being, healing and independence for everyone we serve. Services offered include: benefits counseling, emergency financial assistance, housing search and placement, home health care, transportation to medical appointments and specialized services for women, families and the Latino community.

The goal of the **Prevention Education** program is to reach those at highest risk of HIV infection with proven intervention strategies, strong supportive messaging, educational materials and condoms.

Face to Face has always sought to provide the most efficient delivery of care to clients with an eye for those with the most critical need. They intend to remain committed to HIV prevention, in hopes of ensuring a safer, healthier future for all.

Demographics

- 450 - 500 participants, 90% male, 10% female, average age 35-55 years old
- Average individual income $85k; High Household Income $125k+
- Primary target draws from Sonoma and Napa Counties; Major Metropolitan SF Bay Area and Sacramento.
- Secondary target draws from Los Angeles and other US Metropolitan Areas.

Collateral Materials

Your corporate name and/or logo will appear on:

- *Gay Wine Weekend Programs*
- *Gay Wine Weekend Postcards & Posters*
- *Gay Wine Weekend correspondence*
- *Out In The Vineyard's website*
- *Social Media Marketing through Facebook, Twitter & Google+*
- *Other marketing materials depending on sponsorship level*

Sponsorship Opportunities

Gay Wine Weekend 2013 Presenting Sponsor

$25,000 (Industry Exclusive Sponsorship)

Each year Out In The Vineyard selects one organization as a presenting sponsor. The sponsor receives full recognition at all Gay Wine Weekend events, including logo placement in all literature, advertising and marketing collateral. Corporate name and logo will appear prominently in Gay Wine Weekend marketing materials and event collateral from time of sponsorship agreement to thru the event.

Your corporation will receive the following:

- Recognition from the podium (where available)
- Top billing with regards to marketing and advertising materials
- Corporate banners at events (banners to be provided by sponsor)
- Logo on print advertising
- Logo on Out In The Vineyard website
- Logo placement on GWW collateral materials
- Logo on GWW event passes
- Product sampling at GWW events (where applicable)
- 10 VIP event passes (additional passes provided on request, when available)
- Exclusive category sponsorship and product sampling (product provided by sponsor)

Friends of Gay Wine Weekend

$15,000 (Non-exclusive sponsorship)

Out In The Vineyard selects several organizations as Friends of Gay Wine Weekend. Corporate names and logos will appear in all Gay Wine Weekend marketing materials from time of sponsorship agreement until the events.

Your Corporation Will Receive The Following:

- Recognition from the podium (where available)
- Logo on Gay Wine Weekend print advertising
- Logo on Out In The Vineyard website
- Logo placement on collateral materials
- 4 VIP event passes throughout the weekend

$8,000 (Non-Exclusive Contributing Sponsorship for Individual Events)

Out In The Vineyard selects several organizations as Contributing Sponsors for Individual Events, including Welcome Reception; Twilight T-Dance; Big Gay Auction and Brunch

Corporate name and logo will appear on Out In The Vineyard website and individual event marketing materials and event collateral from time of sponsorship agreement until event.

Your corporation will receive the following:

- Recognition from the podium (where available)
- Logo on individual event print advertising
- Logo on Out In The Vineyard website
- Logo placement on individual event collateral materials
- 4 VIP event passes (additional passes provided on request, when available)

Gay Wine Weekend Fans

$2,5000 *(Non-Exclusive Sponsorship)*

Out In The Vineyard selects welcomes all levels of sponsorship. Gay Wine Weekend Fans Corporate name and logo will appear in marketing materials and event collateral from time of sponsorship agreement until event.

Your corporation will receive the following:

- Recognition from the podium (where available)
- Logo placement on Gay Wine Weekend collateral materials
- 2 VIP event passes (additional passes provided on request, when available)

In-Kind Donations

In this economy we understand that you are looking for the best way to maximize your exposure for the best value and have created sponsor packages for all economic levels.

Out In The Vineyard gratefully accepts in-kind donations and provide sponsorship opportunities for these donors.

All in-kind donors must also participate in the sponsorship program through a minimum cash sponsorship of $500. In-kind donations are valued at 50% of the retail value.

The following are examples of in-kind donations:

- Printing and Copying
- Silent Auction items and gift certificates
- Print and electronic advertising space
- Light and sound services
- Local transportation services
- Alcohol and Food
- Staffing Services