



**sponsorship & vendor guide**

# table of contents

EVENT OVERVIEW . . . . .	3
VENDOR INFO . . . . .	4
SPONSORSHIPS . . . . .	5
HEADLINING SPONSOR . . . . .	6
ADVERTISING . . . . .	7
REGISTER FOR TOAST . . . . .	8

## REGISTRATION DEADLINES

2023 Holiday Event - October 1, 2023

2024 Spring Event - April 1, 2024



# event overviews



## SPRING TOAST - MAY 17-18, 2024

STINSON PARK - AKSARBEN VILLAGE - OMAHA

approx. 4,500 attendees

## HOLIDAY TOAST - November 4, 2023

FONNER PARK - GRAND ISLAND

approx. 1,500 attendees



**TOAST attendees will unlock the delicious and distinct tastes of Nebraska wines.** The majority of Nebraska Wineries will be in attendance offering 100+ wines to sample plus live music, educational sessions, shopping, food, and more!



2024 TOAST Nebraska



**It's every wine lover's dream.** Nebraska Wineries and Grape Growers would love to partner with you to bring the best wine event in Nebraska to locals right here in Omaha. Reach your ideal customer while joining us in celebrating a taste of the good life!



# sponsorship

TOAST Nebraska would like to partner with you to offer the best event possible for Nebraskans who love wine! With a TOAST sponsorship, you are guaranteed to get your business' name in front of your ideal client.



PLATINUM	GOLD	SILVER
<ul style="list-style-type: none"> <li>✓ logo on TOAST website and program</li> <li>✓ one page ad in onsite program (ad provided by sponsor)</li> <li>✓ option to include insert in event tote bags (insert provided by sponsor)</li> <li>✓ 25 admission tickets for guests of sponsors choice</li> <li>✓ logo featured on select event banners</li> <li>✓ two social media feature posts</li> <li>✓ one TOAST email blast (sponsor will not receive email list)</li> <li>✓ verbal podium recognition</li> </ul>	<ul style="list-style-type: none"> <li>✓ logo on TOAST website and program</li> <li>✓ half page ad in onsite program (ad provided by sponsor)</li> <li>✓ option to include insert in event tote bags (insert provided by sponsor)</li> <li>✓ 20 admission tickets for guests of sponsors choice</li> <li>✓ logo featured on select event banners</li> <li>✓ one social media feature post</li> </ul>	<ul style="list-style-type: none"> <li>✓ logo on TOAST website and program</li> <li>✓ business card ad in onsite program (ad provided by sponsor)</li> <li>✓ option to include insert in event tote bags (insert provided by sponsor)</li> <li>✓ 10 admission tickets for guests of sponsors choice</li> </ul>
INVESTMENT: \$5,000	INVESTMENT: \$3,000	INVESTMENT: \$1,500



# exclusive headliner

Only one headliner sponsorship is available per event.



**Pictured:** Midwest Barrel Co. sponsored backdrop.

**Become the exclusive TOAST Nebraska headliner sponsor!** The sponsorship includes your logo exclusively featured on all stage banners, a pre & post email blast to the Nebraska Wine Fans email list, the front inside and full back page ad in the sponsor program, all platinum sponsor benefits, and an additional 50 TOAST admission tickets!

**Only one headliner sponsorship is available per event.** Please contact Alyssa Brodersen, TOAST Coordinator directly at 402-405-1291 or [alyssa@nebraskawines.org](mailto:alyssa@nebraskawines.org) to reserve this sponsorship offer for your company today!

## HEADLINER

- ✓ exclusive logo on banners and name rights for stage
- ✓ logo on TOAST website and program
- ✓ 2 social media feature posts
- ✓ pre & post TOAST email blast (*sponsor will not receive email list*)
- ✓ verbal podium recognition
- ✓ logo featured on select event banners
- ✓ front-inside and back one page ad in onsite program (*ad provided by sponsor*)
- ✓ option to include insert in event tote bags (*insert provided by sponsor*)
- ✓ 50 admission tickets for guests of sponsors choice

INVESTMENT: \$8,000





# vendor info

**TOAST attendees come to sip, savor, and SHOP!** Help us celebrate ALL that Nebraska has to offer, that includes local businesses!

TOAST Nebraska would love to partner with you to feature your products and services to our subscriber network of over 20,000+ Nebraska Wine Fans.

Registration is open and only a limited number of booths are available. Don't wait! Booth includes 10x10ft space, optional tent/canopy, two 8ft tables, two admission tickets.

## SIGN UP

Once registered, feel free to get the word out! I bet your biggest fans love wine too! Contact the TOAST staff if you would like any specific sized graphics or caption templates.

## PROMOTE

Event set up will be information will be sent after your registration submission. You will have access to wifi and electricity. Contact our staff if you have specific needs.

## EVENT SET-UP

Be sure to check the different event dates and times for the Omaha and Grand Island festivals. Bring enough product and staff for all event days and keep your booth stocked and ready to sling your goods!

## IT'S SHOWTIME!

Vendors are required to keep stocked and open booths for the duration of the entire event. Breakdown is allowed only after the event has closed.

## BREAKDOWN

TOAST Nebraska is excited to host you at our 2023 events and wants to offer you the best experiences possible. Please reach out to the TOAST staff before, during, and after with any questions, comments, or feedback to allow us to bring you a great return on your investment.

## WHAT'S NEXT?

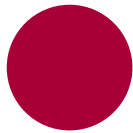
### Cost: \$250-\$600 per booth

Includes: 10 x 10 foot space, canopy (options available), and two 8 foot tables. You also get 2 tasting glasses and wristbands to enjoy the wines. Please note if wifi or electricity is needed. Discounts are available by registering for both Omaha and Grand Island events.



# advertising

**Feature your name among all the leading wineries across the state of Nebraska in our onsite program.** The program will include information for the event, your ad or coupon, and enough wine information to make you the next wine expert!



## FULL PAGE

**size: 5.5 wide x 8.5 tall**

first come first served for preference spots.  
full page ad included with platinum level sponsorship.

**INVESTMENT: \$300**



## HALF PAGE

**size: 5.5 wide x 4.25 tall**

first come first served for preference spots  
half page ad included with gold level sponsorship.

**INVESTMENT: \$250**



## QUARTER PAGE

**size: 2.75 wide x 4.25 tall**

first come first served for preference spots

**INVESTMENT: \$175**



## BUSINESS CARD

**size: 3 wide x 2 tall**

first come first served for preference spots.  
business card ad included with platinum level sponsorship.

**INVESTMENT: \$100**

**pro tip:** include a coupon on your ad to drive event day foot traffic!



## Ready to partner with us for TOAST Nebraska?

**Visit [TOASTWineFest.com](http://TOASTWineFest.com)** or contact Alyssa Brodersen  
at 402-405-1291 to reserve your vendor,  
sponsorship, or ad space today!

**Alyssa Brodersen, NWGGA Associate Director**  
[alyssa@nebraskawines.org](mailto:alyssa@nebraskawines.org)

*To register visit*  
**[www.TOASTWineFest.com/vendors](http://www.TOASTWineFest.com/vendors)**

**COVID & CANCELTION POLICY:** *All vendor, sponsorship, and ad fees are non-refundable. Event details, dates, times, retailers, and wineries are subject to change based on the current state and local health guidelines and regulations regarding events. In the event TOAST Nebraska is cancelled for any reason (including acts of God, pandemics, and natural disasters), all fees and tickets will be transferred to next TOAST Nebraska event regardless of location. Please contact the NWGGA staff via email at [alyssa@nebraskawines.org](mailto:alyssa@nebraskawines.org) within 24 hours of purchasing if you have any questions regarding this policy.*