



CRUSH  N
OREGON

2020 SPONSORSHIP OVERVIEW

JUNE 7, 2020 | CASTAWAY, PORTLAND

ABOUT

Crush on Oregon

The Oregon Winegrowers Association welcomes you all back to our public tasting event! Join us on June 7, 2020 at Castaway Portland for a full day of wine tasting, local eats, and entertainment. Attendees will have a chance to taste wine from 35+ Oregon winemakers, with representation from around the state — and see for themselves why Oregon's wine is so highly acclaimed. If that isn't exciting enough, a portion of the proceeds from this event will be donated to a local charity. Come see why we're crushing on Oregon wines.

Presented by The Oregon Winegrowers Association

The Oregon Winegrowers Association is the only statewide organization speaking on behalf of Oregon's vineyards and wineries to decision-makers in Salem and Washington, D.C. to ensure the community's continued success. Funded through voluntary membership dues, the OWA provides legislative and regulatory advocacy, legal guidance, regulatory compliance updates and cost saving solutions to its members.



OREGON
WINEGROWERS
ASSOCIATION

Why Sponsor

- Showcase your products and services to highly motivated consumers
- Align your brand with the Oregon Wine industry and agriculture
- Network with future customers in one convenient location
- Gain benefit from Crush on Oregon media and advertising partners

Who Attended in 2019

- Highly motivated affluent wine consumers
- 36 Oregon Wineries
- Oregon agricultural associations, media and others
- Attendees are 63% Female, Average Age 46



SPONSOR BENEFITS



PRESENTING SPONSOR | \$10,000

- Crush on Oregon Presented by feature in event header used in all marketing and promotion for the event
- Top-tier logo feature in promotional materials, advertising, emails, website and onsite signage
- Social Media announcement and re-tweeting of relevant news
- 50-word Organizational Bio included on Crush On Oregon website
- Pop-Up banner placement in Crush Registration/Main Entrance (provided by Sponsor)
- Option to provide special offer or promotional product to all Crush attendees (approved by OWA)
- Custom display space onsite at event (optional; includes 6-ft table and two chairs)
- 10 registration passes

VIP SPONSOR | \$7,500 (exclusive)

- VIP tasting hour at Crush On Oregon presented by sponsor
- Opportunity to provide branded wine glasses for VIP tasting guests
- Top-tier logo feature in promotional materials, advertising, emails, website and onsite signage
- Social Media announcement and re-tweeting of relevant news
- Banner placement in Crush Foyer during VIP tasting hour (provided by sponsor)
- Option to provide special offer or promotional product to VIP guests (approved by OWA)
- 10 x 10 display space onsite at event (includes 6-ft table and two chairs)
- 8 registration passes

BAG SPONSOR | \$5,000 (exclusive)

- Co-branded logo on specified sponsored bags handed out to all attendees (bags designed by OWA)
- Mid-tier logo feature in promotional materials, advertising, emails, website and onsite signage
- Social Media announcement and re-tweeting of relevant news
- Option to provide bag insert item (approved by OWA)
- 5 registration passes included

REGISTRATION SPONSOR

\$5,000 (exclusive)

- Mid-tier logo feature in promotional materials, advertising, emails, website and onsite signage
- Social Media announcement and re-tweeting of relevant news
- Opportunity to provide a branded pop up banner near registration table onsite (signage provided by sponsor)
- Option to provide a promotional offer and custom note in registration confirmation email
- 5 registration passes

TASTING LOUNGE SPONSOR

\$5,000 (exclusive)

- Mid-tier logo feature in emails, website and onsite signage
- Social Media announcement and re-tweeting of relevant news
- Opportunity to provide branded signage for lounge (signage provided by sponsor)
- Branded table tents placed on table in lounge area (created by Crush on Oregon)
- 5 registration passes

PHOTO BOOTH SPONSOR

\$3,500 (exclusive)

- Base-tier logo feature in promotional materials, advertising, emails, website and onsite signage
- Branding on all photostrips delivered to attendees at Crush on Oregon
- Social Media announcement and re-tweeting of relevant news
- 4 registration passes

EVENT SPONSOR | \$2,500

- Sponsor base-tier logo feature in promotional materials, advertising, emails, website and onsite signage
- Social Media announcement and re-tweeting of relevant news
- 3 registration passes

OUTDOOR EXHIBITOR | \$1,500

- 10 x 10 exhibit space (including a 6ft table and two chairs) in Crush on Oregon outdoor courtyard area
- 10 x 10 tent must be provided by exhibitor for sun/rain protection (tents available to rent at additional cost)
- Logo and link featured on website only
- 1 registration pass included

GET IN TOUCH



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EVENT DETAILS

Date June 7, 2020

Place Castaway, Portland