

A group of people are shown from the chest up, holding wine glasses filled with red wine. They are all smiling and looking towards the camera. The background is a bright, hazy sunset over a vineyard. The scene is set outdoors, with a wooden railing in the foreground. The overall mood is celebratory and social.

**CRUSH  N  
OREGON**

# **2022 Sponsorship Overview**

June 5, 2022 | Castaway Portland

## **Crush On Oregon**

The Oregon Winegrowers Association welcomes you all back to our public tasting event! Join us on June 5, 2022 at Castaway Portland for a day of wine tasting, local eats, and entertainment. Attendees will have a chance to taste wine from 40+ Oregon winemakers with representation from around the state — and see for themselves why Oregon wine is so highly acclaimed. If that isn't exciting enough, a portion of the proceeds from this event will be donated to the Oregon Food Bank.

Come see why we're crushing on Oregon wines.

## **Hosted by the Oregon Winegrowers Association**

The Oregon Winegrowers Association is the premier statewide organization advocating on behalf of wineries and vineyards in Salem and Washington, D.C.

### **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
- Past Crush On Oregon media and advertising partners include: KOIN6 News, KINK Radio

### **Who Attended in 2019?**

- 400+ highly motivated wine consumers
- 36 Oregon wineries
- Oregon agricultural associations, media and others
- Attendees were 63% female
- Average attendee age: 46

# Sponsor Benefits



**OWA Service Members  
Receive \$100 off  
Sponsorships**

## **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 retweeting of relevant news
- 50-word organizational bio included on the 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** | \$5,000 (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 retweeting of relevant news
- Pop-up 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)
- 6 foot display space onsite at event (includes 6-ft table and two chairs)
- 8 registration passes

## **REGISTRATION SPONSOR** | \$5,000 (exclusive)

- Mid-tier logo feature in promotional materials, advertising, emails, website and onsite signage
- Social media announcement and retweeting 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

## **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 retweeting of relevant news
- Option to provide bag insert item (approved by OWA)
- 5 registration passes included

## **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 retweeting of relevant news
- 4 registration passes

## **EVENT SPONSOR** | \$2,500

- Base-tier logo feature in promotional materials, advertising, emails, website and onsite signage
- 6ft table-top exhibit space in sponsor foyer (includes 6-ft table and two chairs)
- Social media announcement and retweeting of relevant news
- 3 registration passes

# GET IN TOUCH



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## **EVENT DETAILS**

**Date:** June 5, 2022

**Place:** Castaway Portland