

GRAPES & HOPS

JULY – SEPTEMBER 2008



The Event

For six evenings during the summer, Grapes & Hops brings a sampling of the nation's best brewers and vintners together for a series of beer and wine tasting events. Attendees can try a high-end variety of both exciting new offerings and treasured old favorites while they learn about the beer- and wine-making process from professionals and see chef demonstrations of suggested food pairings.

The Setting

In the warmth of a summer dusk, visitors sip premium beverages and enjoy light fare as they stroll through arbors covered with new grapes and blooming hop plants in the three-acre Regenstein Fruit & Vegetable Garden. The cooking demonstration takes place in a tiered, open-air amphitheater, the perfect place to gather and relax. Some enjoy a stop on the bridge or in the fruit orchard, which provides romantic views of the Smith Fountain just before sunset.

The Attendees

The event attracts young professionals from throughout the city and suburbs who enjoy all the best in wine and brews. Many are looking for new beverages and entertaining options as they advance in their careers and social lives.

The Opportunity

Grapes & Hops provides the perfect opportunity for companies to foster brand loyalty in a young, affluent demographic looking for upscale ways to use their disposable income. Multiple opportunities exist for logo placement on advertisements, signage and print material distributed before and during the series. The events are also an ideal place to distribute product samples and literature to an eager audience looking to learn more about fine living.

The Sponsorship

Presenting	\$50,000
Major	\$35,000
Supporting	\$20,000