

“A ROBUST OPPORTUNITY FOR INVESTORS”

UNIVERSITY
CITY

Wine Fest

THE SHOPPES



AT UNIVERSITY PLACE

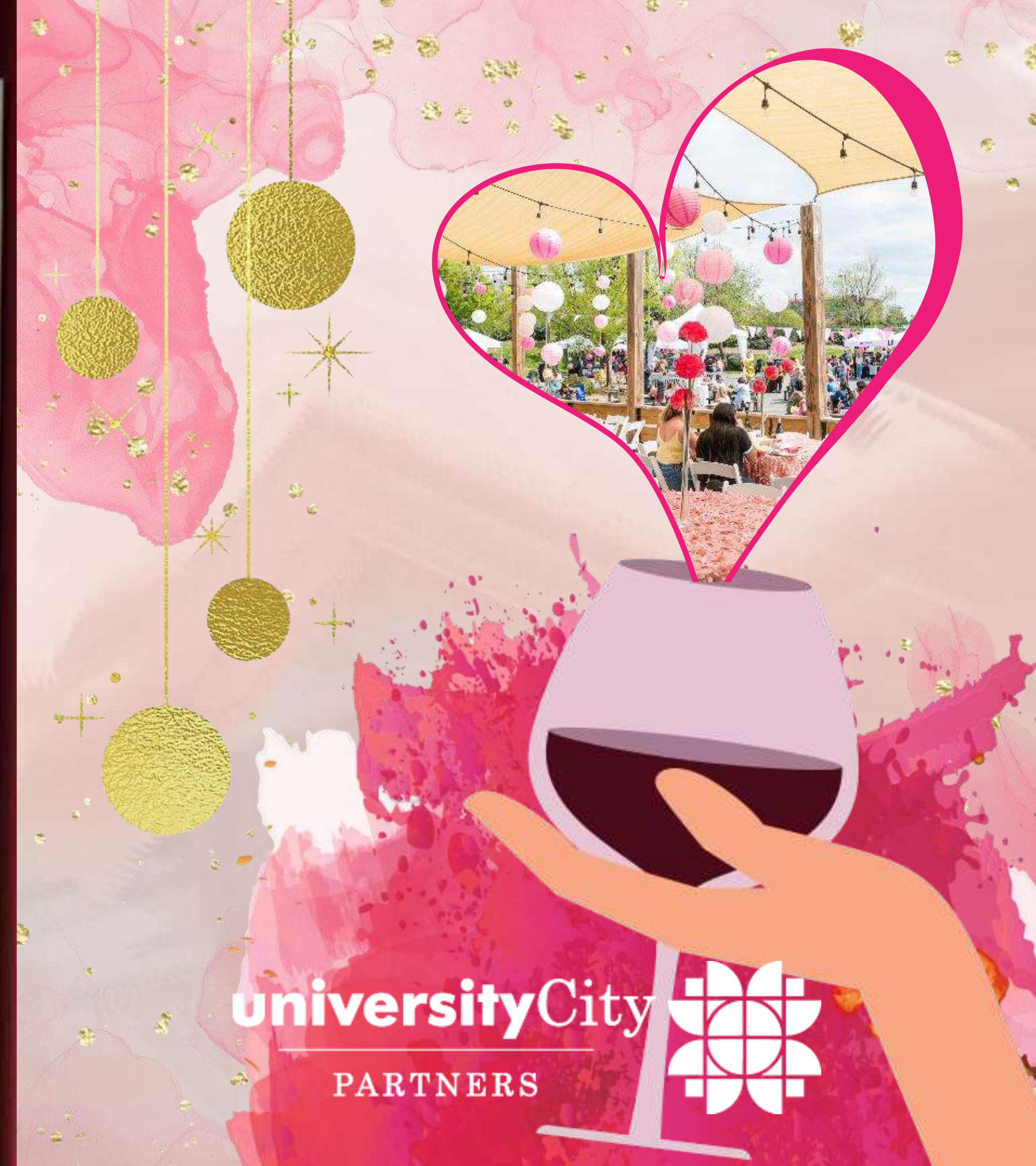
Immerse yourself in the flavors of our vibrant community and rich culture of wine and craft brews. Explore the dynamic lineup of events, discover local wineries and breweries, and join us in raising a glass to the spirit of University City.

SHOPPES AT UNIVERSITY PLACE

9009 J M Keynes Dr, Charlotte, NC 28262

APRIL 12, 2025

1:00 to 6:00 pm



universityCity



PARTNERS



Music,
Performances,
& Activities

Vendors,
Tastings,
& Giveaways

Community,
Signage,
& More

ABOUT US

Charlotte's most beautiful wine festival returns for its 8th year on April 12, 2024. Nestled within the scenic backdrop of University City's charming boardwalk and picturesque lake at the Shoppes at University Place, this annual celebration of wine, cider, and brews promises to be unforgettable.

Wine Fest Audience

- **Who:** Young professionals, seasoned wine connoisseurs, and traveling oenophiles.
- **Attendance:** Hundreds of customer leads for each sponsor with over 1,700 event attendees.
- **Investments:** University City Partners is a 501c3, sponsorships are tax deductible.
- **Features:** 75 Regional and National Wines + 25 Breweries



SPONSORSHIP PACKAGES

1 AVAILABLE

Title Sponsor

\$15,000

- Naming Rights: "Your Name" University City Wine Festival
- 10 x 20 space at the festival
- Logo on side A of the 2,000 wine tasting glasses
- Logo on general 1,500 admission wristband
- Logo placed on the top of on all print advertising materials
- A VIP table for 10 to the festival
- A promotional video will be produced highlighting your support of the festival and will be placed on the festival's website and social media accounts
- A minimum of 10 social media mentions recognizing your support
- Post festival photos and video will be provided to you for promotional use



2 AVAILABLE

Presenting Sponsor

\$10,000

- Naming Rights: University City Wine Festival Presenting by "Your Name"
- 10 x 20 space at the festival
- Logo on side B of the 2,000 wine tasting glasses along with the second Presenting Sponsor
- Logo placed along the bottom top of on all print advertising materials
- A VIP table for 10 to the festival
- A promotional video will be produced highlighting your support of the festival and will be placed on the festival's website and social media accounts
- A minimum of 8 social media mentions recognizing your support
- Post festival photos and video will be provided to you for promotion use

Stage Sponsor

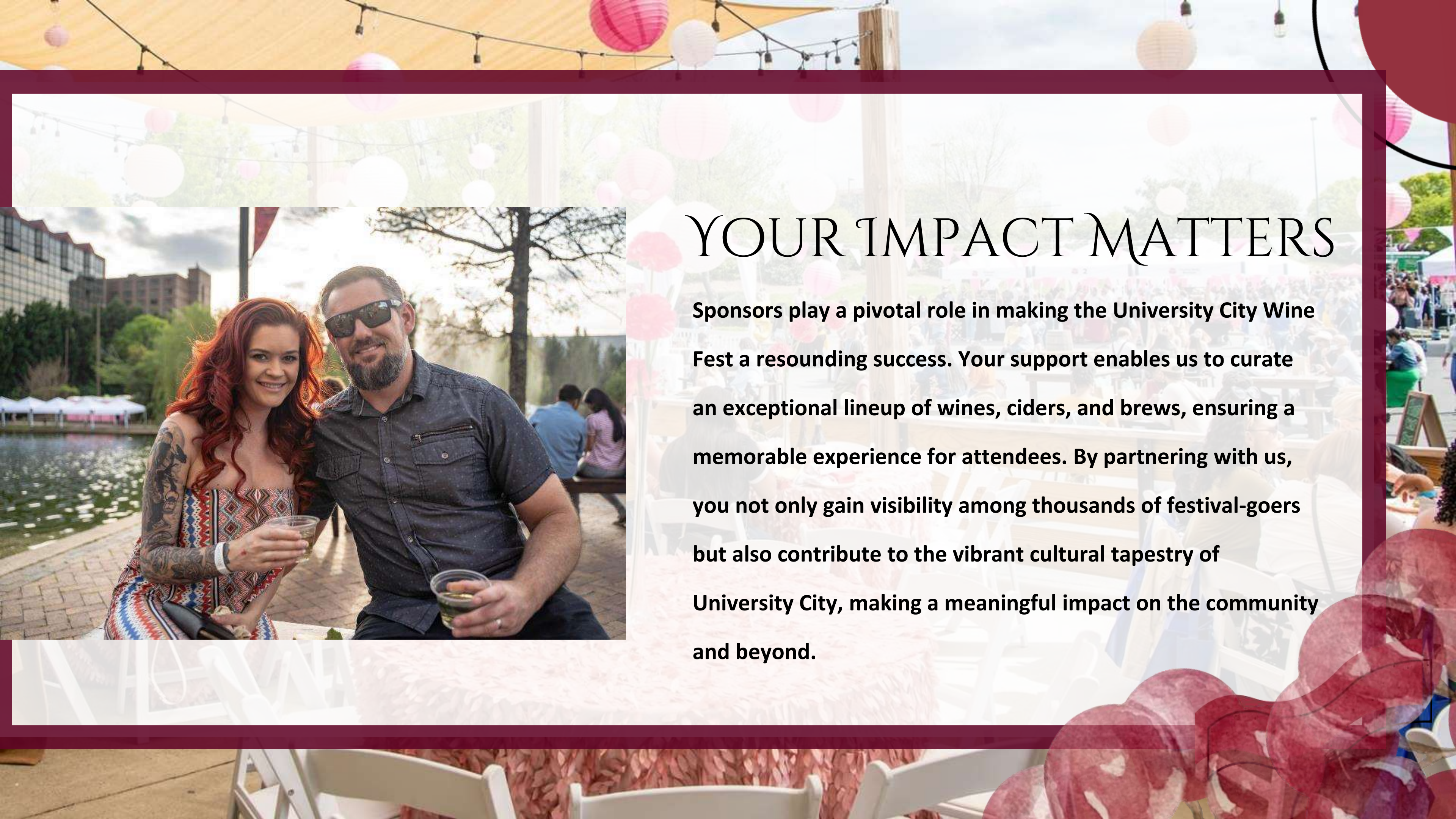
\$5,000

- 10 x 10 space at the festival
- Your brand displayed across the main stage
- Logo placed along the bottom on all print advertising materials and day of event signage
- A VIP table for 10 to the festival
- A minimum of 6 social media mentions recognizing your support
- A promotional video highlighting your support will be provided to you and placed on the festival's digital platforms.

VIP Sponsor

\$4,000

- 10 x 10 space at the festival
- Your brand displayed across VIP area
- Logo placed along the bottom on all print advertising materials
- A VIP table for 4 to the festival
- A minimum of 6 social media mentions recognizing your support
- A promotional video highlighting your support will be provided to you and placed on the festival's digital platforms.



YOUR IMPACT MATTERS

Sponsors play a pivotal role in making the University City Wine Fest a resounding success. Your support enables us to curate an exceptional lineup of wines, ciders, and brews, ensuring a memorable experience for attendees. By partnering with us, you not only gain visibility among thousands of festival-goers but also contribute to the vibrant cultural tapestry of University City, making a meaningful impact on the community and beyond.

universityCity

PARTNERS



Community Impact Powered by You



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