



## Why Sponsor the Manchester Food & Wine Festival

The Manchester Food & Wine Festival, produced by the Manchester Business Association (MBA), is a three-day celebration of Vermont's finest food, wine, and local culture. The event draws locals, regional visitors, and business leaders from across the Northeast, creating a vibrant, high-profile atmosphere for connection and discovery.

Sponsoring at any level gives your business a unique opportunity to reach a highly engaged audience while demonstrating meaningful community leadership.

**Show Your Community Commitment** - Align your brand with the MBA, a respected nonprofit dedicated to supporting local businesses and strengthening the area's economy. Your sponsorship signals that your company invests in the vitality of the Manchester community.

**Connect with Local and Regional Businesses** - With more than 150 MBA member businesses, participating vendors, and regional restaurateurs involved, the festival provides direct access to influential decision-makers and potential clients.

**Engage Residents and Visitors** - Locals and visitors from across the Northeast — will encounter your brand through festival promotions, on-site signage, and digital marketing, extending your reach far beyond traditional advertising.

Whether you join as a presenting sponsor or supporting partner, your business gains meaningful exposure, builds valuable relationships, and becomes part of a premier regional event. Sponsorship is more than marketing — it's an investment in your brand, your clients, and the Manchester area's community.

## Powerful Marketing Support

The MBA brings a robust, established marketing engine that delivers high-impact, multi-channel exposure before, during, and after the festival. Promotion includes a dedicated festival landing page on [manchestervermont.com](http://manchestervermont.com), SEO-driven content, prominent event calendar placement, social media campaigns with paid Northeast targeting, and email marketing to a large regional and visitor database.

Expanded efforts feature the creation of the Manchester Food & Wine Festival website, print/digital advertising in Northeast travel and culinary publications, geotargeted digital campaigns in major metro markets, retargeting ads, and outreach to food, wine, and travel media and influencers.

Sponsors benefit from broad regional visibility, alignment with a premium culinary experience, access to an affluent and experience-driven audience, and recognition as a supporter of tourism, local business, and the arts.

Contact: John Burnham, Executive Director  
Manchester Business Association | P.O. Box 1243 | Manchester, VT 05255  
e. [john@manchestervermont.com](mailto:john@manchestervermont.com) c: 617-869-3591



## Sponsorship Levels & Benefits

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### Presenting Sponsor (Title Sponsor) - \$10,000

(One Available)

**Includes:**

- Festival named as “Manchester Food & Wine Festival presented by [Sponsor Name]”.
  - Top logo placement on all marketing materials (print, digital, web, social, email).
  - Prominent on-site branding (main entrance sponsor provided banner).
  - Speaking opportunity during opening remarks at Grand Tasting Event.
  - 8’ x 8’ branded activation space at the Grand Tasting Event.
  - (8) VIP tickets to the VIP event on Friday, 5/22/26.
  - (8) Grand Tasting Festival Tickets.
  - Opportunity to include sponsor provided branded item in VIP gift bags.
  - Dedicated social media spotlight posts.
  - Inclusion in all press releases and media outreach.
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### Platinum Sponsor - \$7,500

(2 Available)

**Includes:**

- Logo placement just below Presenting Sponsor on all marketing materials (print, digital, web, social, email).
- Sponsor logo placement on (1) one of the following:
  - Wristband & Napkins **or** Departing Gift Bags
- (4) VIP tickets to the VIP event on Friday, 5/22/26.
- (4) Grand Tasting Festival Tickets.
- Social media mentions and email inclusion.
- Inclusion in all press releases and media outreach.

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## **Wine Glass Sponsor - \$6,000**

*(One Available)*

### **Includes:**

- Logo placement just below Presenting Sponsor & Platinum Sponsors on all marketing materials (print, digital, web, social, email).
  - Logo placement on all wine tasting glasses.
  - (4) Grand Tasting Festival Tickets.
  - Inclusion in sponsor recognition email and social media posts.
  - Inclusion in all press releases and media outreach.
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## **Entertainment Sponsor - \$2,500**

*(One Available)*

### **Includes:**

- Sponsor provided banner on stage and logo placement on website and event signage
  - On-site verbal recognition
  - (2) Grand Tasting Festival tickets
  - Inclusion in post-event thank-you communications
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## **Media Sponsors \$1,500**

### **Includes:**

- Company Logo on website w/link and event day signage.
  - (2) Grand Tasting Festival tickets
  - Recognition in post-event email and social media thank-you.
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## **Community Sponsor \$1,000**

### **Includes:**

- Company Logo on website w/link and event day signage.
  - (2) Grand Tasting Festival tickets
  - Recognition in post-event email and social media thank-you.
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## **Friend of the Festival Sponsor \$500**

### **Includes:**

- Name listed on website and event day signage.
  - (2) Grand Tasting Event tickets
  - Recognition in post-event email and social media thank-you
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