



Foodshed Alliance

Alba Vineyard & Winery

# FOOD & WINE

# Showcase

September 24 & 25 2016



- An outdoor wine and food showcase featuring the best wines and gourmet food among vineyards and rolling hills
- Sample more than 100 wines from New Jersey and beyond
- Taste gourmet specialty dishes from 20 top area restaurants and chefs
- Local farm vendors, artisans & live music
- Proceeds benefit the nonprofit Foodshed Alliance

## Sponsorship Proposal





## The Showcase

The third annual benefit for the Foodshed Alliance at Alba Vineyard will be bigger and better with a greater focus on gourmet food offered by the region's finest restaurants. The Foodshed Alliance Wine and Food Showcase will offer not only more than 100 wines from New Jersey and around the world – but it will also feature demonstrations and tastings from more than 20 of the finest restaurants in the region. More than a festival, this event will truly showcase the best of wine and food in the breathtaking vineyards of Alba Winery in Milford, NJ.

## Food

We are inviting up to 20 fine dining establishments from the tri-state area to join us and provide demonstrations and tastings of their signature dishes. In addition to the tastings, food will be available for sale by Alba Vineyards' house caterer.

## Wine

This year's all-star line-up includes Alba Vineyard, Cape May Winery, Heritage Vineyard, Hopewell Valley Vineyards and Unionville Vineyards in addition to international vineyards courtesy of Wegman's. More than 100 wines will be available for tasting.



## Music, Demos & Tours

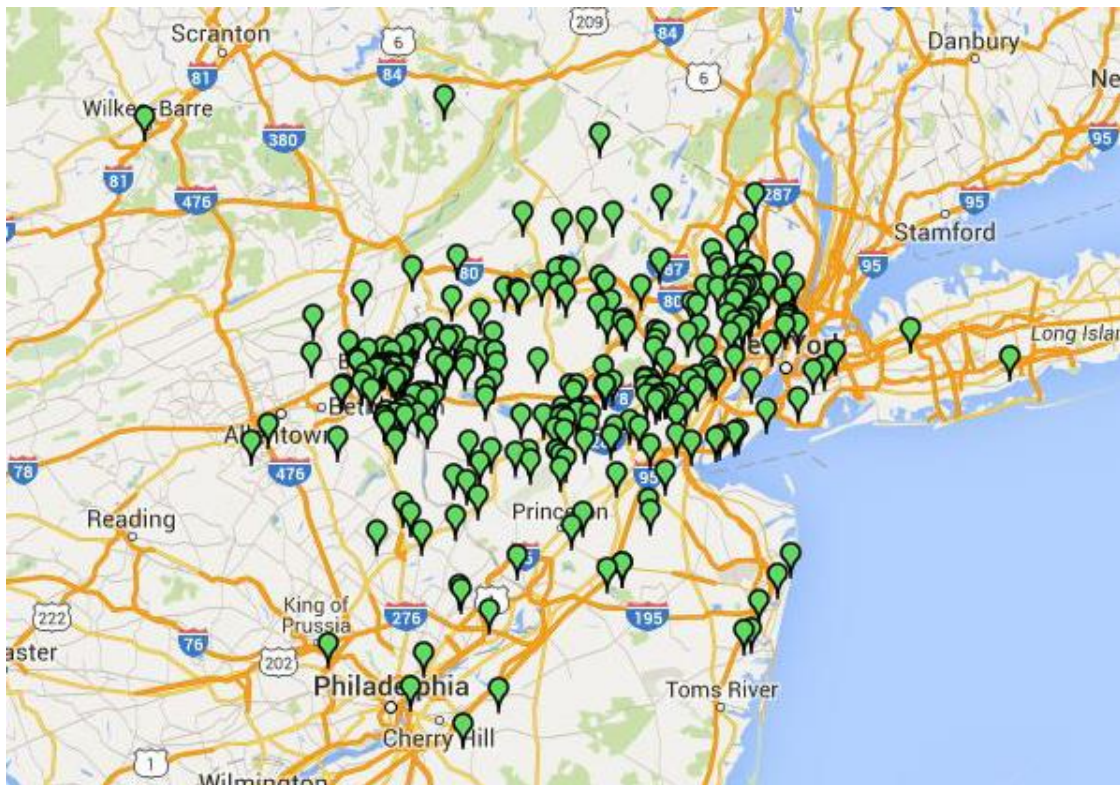
Live music will add to the relaxed, festive atmosphere of the Showcase. New Jersey's most reputable chefs, cookbook authors and farmers will present cooking demonstrations, lectures and samples on how to best prepare, preserve and enjoy food locally produced in New Jersey. Tours of the vineyard will be ongoing throughout the event.



## Demographics

Alba Vineyard has held popular harvest-time wine festivals for years as they appeal to an affluent consumer of wines and luxury lifestyle goods and services.

- More than 2,000 wine and food enthusiasts at this two-day event.
- Attendee median age: 30-50 years.
- 55% are females.
- 75% of attendees have an annual household income of over \$100,000.
- Consider themselves connoisseurs of fine wine and food.
- Dines out five to seven times per month at a fine dining establishment.
- Purchases an average of two to three cases of wine per month.
- Frequently cooks and entertains at home for large dinner parties.



More than 50% of attendees reside in New Jersey's wealthiest counties: Hunterdon, Morris, Bergen and Somerset. The remaining attendees come from throughout New Jersey, Bucks County and Philadelphia suburbs, as well as New York City.



## The Beneficiary



**The Mission** The Foodshed Alliance works at the intersection of food, farming and the environment to foster a self-sustaining foodshed that supports farmers, nourishes people, respects the land and strengthens our communities.

**What Is A “Foodshed?”** A foodshed is the area that includes where a food is produced, where it is transported, and where a food is consumed. It includes the land it grows on, the routes it travels, the markets it goes through, and the tables it ends up gracing.

## Programs

**Implementing a Regional Foodshed Resiliency Plan** The Foodshed Alliance, in cooperation with farmers, nonprofits, and other stakeholders, is working to implement a Regional Foodshed Resiliency Plan for northern New Jersey’s food system. More information can be found at [NJLocalFood.com](http://NJLocalFood.com).

**River-Friendly Farm Certification** This free, voluntary and self-paced program promotes environmentally friendly farming practices through the recognition of farmers that, through good management, help to protect water resources.

**Education and Outreach** The Foodshed Alliance offers workshops and seminars, lectures, film discussions, farm tours, TedX Talk viewing parties and more, with specific emphasis on sustainable agriculture, genetically modified (GM) food, and locally produced food.

**LocalShare** Our LocalShare program connects people in need with organic or naturally grown, locally produced food. The program’s volunteers glean excess food from farms, get it to people in need and teach them how to cook it.



**Green Drinks** Our Green Drinks gatherings are informal opportunities for farmers, producers and those interested in the local food movement to get together in an informal setting to relax, enjoy each other’s company and network!.

**Farm-to-Fork Dinners** The Foodshed Alliance partners with local chefs and restaurants to host our Farm-to-Fork Dinners celebrating local farms and food. We bring together the best of our area’s locally produced food to create dining experiences that are beyond comparison emphasizing the value of using local food in dining establishments.

**Supporting Farmers** Our subsidiary LLC, the Foodshed Alliance Farmers Access Network, operates two farmers markets (Blairstown and Morris County) making sure farmers have outlets for their goods and consumers have access to fresh, local food year-round.

**For more information: [FoodshedAlliance.org](http://FoodshedAlliance.org)**



<b>Sponsor Benefit</b>	<b>Platinum \$10,000</b>	<b>Gold \$7,500</b>	<b>Silver \$5,000</b>	<b>Bronze \$2,500</b>	<b>Connoisseur \$1,000</b>	<b>Patron \$500</b>	<b>VIP \$250</b>	<b>Friend \$100</b>
Choice of: Logo on glass-ware; Ad on back of event program (on-site); or Chef's Showcase Sponsorship	x							
Exclusive tent (16'x16') with tables and 30 chairs	x	x						
Logo on Front Gate Sponsor	x	x	x					
Logo on posters, flyers, postcards	x	x	x	x				
Featured page on website	x	x	x	x				
Boosted post on Facebook	x	x	x	x	x			
Opportunity for on-site marketing space	x	x	x	x	x	x		
Logo with link on website	x	x	x	x	x	x	x	
Rotating ad on website (150px by 150px)	x	x	x	x	x	x	x	x
Number of complimentary advanced tickets	50	30	20	16	12	8	4	



