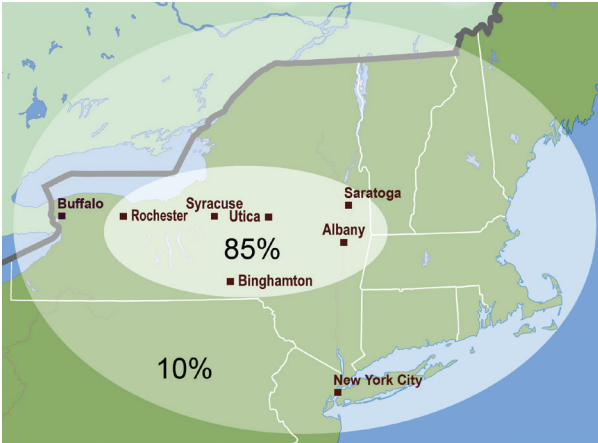


# NYIWA Marketing

## New York International Wine Auction Regional Targets



### Marketing Impact

- ◆ 23rd Annual NYIWA Event
- ◆ Direct Mail
- ◆ *Epicure* Newsletter 3 times a year
- ◆ Social Media
- ◆ NYIWA Website Updates and Blogs
- ◆ Websites linked to NYIWA Website
- ◆ Acknowledgment in Media Ads
- ◆ Most Prominent Acknowledgment in Marketing Materials & Press Releases

### Visibility at the Event

- ◆ A Premier Charitable Wine & Food Event
- ◆ 300 Event Attendees
- ◆ Permanent Display of Logo at Auction Throughout Event
- ◆ Signage at Auction Throughout Event
- ◆ Full Page Ad in NYIWA Catalog

**NYIWA Catalog Ad Description & Dimensions:**  
**Black & White (Grayscale) Ad, Portrait Orientation.**  
**Full Page Ad: 3 ¼" W x 6 ¾" H**

We will create an ad for you if your ad (PDF format preferred) is not submitted by catalog advertising deadline: **July 17, 2018**. For any questions, please contact: [tvennera@nyiwa.com](mailto:tvennera@nyiwa.com) or call (315) 574-7355.



The New York International Wine Auction (NYIWA) is a weekend event of unparalleled elegance and sophistication—hosted by Arc Herkimer at the Turning Stone Resort • Casino in Verona, NY.

Friday evening features a VIP Reception for Event Sponsors and Arc Herkimer's Circle of Friends. Saturday's event showcases a Silent Auction and Tasting, Five-Course Gourmet Dinner, and Live Auction—offering classic and unusual international and domestic wines, artwork, travel and dining opportunities, collectibles, jewelry, and other lifestyle items.



NYIWA proceeds assist Arc Herkimer in fulfilling its mission of empowering people with disabilities and enriching lives throughout our community. Arc Herkimer offers many services to meet each individual's unique needs. For more information visit [www.archerkimer.org](http://www.archerkimer.org).

### Questions and Address:

**Tony Vennera, Auction Director**  
**Arc Herkimer**  
**P.O. Box 271**

**Herkimer, NY 13350**

**Tel: (315) 574-7355 Fax: (315) 866-8339**

**E-mail: [tvennera@nyiwa.com](mailto:tvennera@nyiwa.com)**

**Visit our website: [www.nyiwa.com](http://www.nyiwa.com)**



# NYIWA

## 2018



### Uncork Opportunity

## October 5th & 6th

**Friday: VIP Reception**

**Saturday: International Tasting & Silent Auction, and Dinner & Live Auction**

**Turning Stone Resort • Casino, Verona, NY**



## Sponsorship Opportunities

Benefitting Arc Herkimer  
 Supporting People with Disabilities

# Special Sponsorship Opportunities

In order to take advantage of TV/media advertisements and publications, it is recommended that sponsorship commitments be fulfilled by July 1, 2018.

## Event Sponsor - \$20,000

- ◆ Event to be Referred to as "Your Company" Presents NYIWA
- ◆ Permanent Display of Logo on Auction Platform Throughout Event
- ◆ 8 Invitations to Friday VIP Reception
- ◆ 16 Seats to Auction Dinner
- ◆ 16 Admissions to International Tasting Event
- ◆ 8 Double Rooms at the Turning Stone\*\*
- ◆ First Most Prominent Acknowledgment in TV/Media Ads and NYIWA Website Promotion
- ◆ First Most Prominent Acknowledgment in *Epicure* Newsletter and News Release with Photo
- ◆ First Most Prominent Signage at Auction
- ◆ Full Page Ad in NYIWA Catalog

## Premier Sponsor - \$10,000

- ◆ Corporate Name/Logo Imprinted on Promotional Gift
- ◆ 4 Invitations to Friday VIP Reception
- ◆ 8 Seats to Auction Dinner
- ◆ 8 Admissions to International Tasting Event
- ◆ 4 Double Rooms at the Turning Stone\*\*
- ◆ Second Most Prominent Acknowledgment in TV/Media Ads and NYIWA Website Promotion
- ◆ Second Most Prominent Acknowledgment in *Epicure* Newsletter
- ◆ Second Most Prominent Signage at Auction
- ◆ Full Page Ad in NYIWA Catalog

## VIP Reception Sponsor - Friday Evening - \$10,000

- ◆ Introduction & Recognition of Your Company at Reception
- ◆ Prominent Display of Company Logo in Reception Room
- ◆ Corporate Name/Logo Imprinted on Promotional Gift
- ◆ 4 Invitations to Friday VIP Reception
- ◆ 8 Seats to Auction Dinner
- ◆ 8 Admissions to International Tasting Event
- ◆ 4 Double Rooms at the Turning Stone\*\*
- ◆ Second Most Prominent Acknowledgment in TV/Media Ads and NYIWA Website Promotion
- ◆ Second Most Prominent Acknowledgment in *Epicure* Newsletter
- ◆ Second Most Prominent Signage at Auction
- ◆ Full Page Ad in NYIWA Catalog

## Tasting Sponsor - \$7,500

- ◆ Corporate Name/Logo Engraved on Tasting Glasses
- ◆ 4 Invitations to Friday VIP Reception
- ◆ 8 Seats to Auction Dinner
- ◆ 8 Admissions to International Tasting Event
- ◆ 2 Double Rooms at the Turning Stone\*\*
- ◆ Third Most Prominent Acknowledgment in TV/Media Ads and NYIWA Website Promotion
- ◆ Third Most Prominent Acknowledgment in *Epicure* Newsletter
- ◆ Third Most Prominent Signage at Auction
- ◆ Full Page Ad in NYIWA Catalog

## Live Auction Sponsor - \$7,500

- ◆ Corporate Name/Logo Imprinted on Auction Paddles
- ◆ 4 Invitations to Friday VIP Reception
- ◆ 8 Seats to Auction Dinner
- ◆ 8 Admissions to International Tasting Event
- ◆ 2 Double Rooms at the Turning Stone\*\*
- ◆ Third Most Prominent Acknowledgment in TV/Media Ads and NYIWA Website Promotion
- ◆ Third Most Prominent Acknowledgment in *Epicure* Newsletter
- ◆ Third Most Prominent Signage at Auction
- ◆ Full Page Ad in NYIWA Catalog

## Silent Auction Sponsor - \$7,500

- ◆ Corporate Name/Logo Imprinted Promotional Gifts for Silent Auction.
- ◆ 4 Invitations to Friday VIP Reception
- ◆ 8 Seats to Auction Dinner
- ◆ 8 Admissions to International Tasting Event
- ◆ 2 Double Rooms at the Turning Stone\*\*
- ◆ Third Most Prominent Acknowledgment in TV/Media Ads and NYIWA Website Promotion
- ◆ Third Most Prominent Acknowledgment in *Epicure* Newsletter
- ◆ Third Most Prominent Signage at Auction
- ◆ Full Page Ad in NYIWA Catalog

## Toasting Sponsor - \$7,500

- ◆ Corporate Name/Logo Etched on Champagne Flutes for Event Toast
- ◆ 4 Invitations to Friday VIP Reception
- ◆ 8 Seats to Auction Dinner
- ◆ 8 Admissions to International Tasting Event
- ◆ 2 Double Rooms at the Turning Stone\*\*
- ◆ Third Most Prominent Acknowledgment in TV/Media Ads and NYIWA Website Promotion
- ◆ Third Most Prominent Acknowledgment in *Epicure* Newsletter
- ◆ Third Most Prominent Signage at Auction
- ◆ Full Page Ad in NYIWA Catalog

\*\*All Sponsor rooms are double occupancy. Contact Tony Vennera for Sponsor overnight accommodations. Rooms not secured through sponsorship or additional rooms are available by contacting the Turning Stone Resort · Casino at 1.800.771.7711. Ask for rooms for the New York International Wine Auction. Sponsorship rooms are not available for in-kind sponsorship.