

2022 Whiskey Festival Sponsor Proposal



Join us for the only Upper Cumberland Whiskey Festival on Friday September 30 from 5:30-8:30 pm at the Saltbox Stables in Cookeville. The Festival is hosted by Happy Hour Wine and Liquor and features over one hundred varieties of fine whiskey, bourbon and scotch including Pappy Van Winkle.

Tickets to the Whiskey Festival are limited and only available pre-event. Patrons will receive a booklet detailing the types of spirits available to sample, a unique Whiskey Festival tasting-glass to take home, and heavy hors d'oeuvres to enjoy throughout the evening. No one under the age of twenty-one is allowed on site during the event.

The event supports the Pediatric Fund at the CRMC Foundation to help children living across the Upper Cumberland. One hundred percent of gifts goes to programs that help local children and families. More information about the Pediatric Fund is at www.CookevilleRegionalCharity.org

The Whiskey Festival is hosted by Happy Hour Wine and Liquor. We invite you to collaborate with us to grow the event and enable the Foundation to assist additional families through event proceeds. Tickets and sponsorship may be confirmed online at www.CookevilleWhiskeyFestival.com or calling 931-783-2003.

Please review the below sponsorship and participation options, and reach out to us if you need any additional details. We look forward to working with you and hope to see you at the 2022 Upper Cumberland Whiskey Festival.

Sincerely,

Upper Cumberland Whiskey Festival Planning Committee
Chris Shah, Nick Patel, Blake Walker, Andrea & Terry Burckhard, John Bell and Amanda Scott.



CRMC Foundation, 1 Medical Center Blvd, Cookeville TN 38501 PH:931-783-2003
Foundation@crmchealth.org

Whiskey Festival Sponsorship and Participation Options

Festival Sponsor \$5,000 (Limit of 1)

- Recognition: recognized as Festival Sponsor in the event whiskey-sample booklet alongside Happy Hour Wine and Liquor
- Advertising: Inclusion on press release, four full-color newspaper ads, one radio interview, include your logo on month long event advertisement displayed at Happy Hour.
- Tickets: 20 tickets to the event, and VIP entry 15 minutes early to sample reserve stock.
- Name recognition in CRMC Lobby on the Foundation Supporters wall display.

Pappy Van Winkle Sponsorships - \$2,500 (Limit of Four)

- Recognition: large logo included in event whiskey-sample booklet alongside other sponsors
- Advertising: Name included on press release, logo included on four newspaper ads, and in-store event advertisement at Happy Hour.
- Tickets: 10 tickets to the event, and VIP entry 15 minutes early to sample reserve stock.

Vintage Sponsorships - \$1,000

- Recognition: logo included in event whiskey-sample booklet alongside other sponsors
- Tickets: 5 tickets to the event

Barrel Sponsorships - \$500

- Recognition: Name included in event whiskey-sample booklet alongside other sponsors
- Tickets: 2 tickets to the event

Individual Tickets - \$100 each

Designated Driver Tickets - \$50