



NEW MEXICO WINE FESTIVALS ARE SOME OF THE LARGEST FOOD AND WINE EVENTS IN THE SOUTHWEST, ATTRACTING NEARLY 25,000 ATTENDEES OVER MEMORIAL DAY WEEKEND, AND WHO GENERATE OVER \$1M IN TRANSACTIONS OVER THE THREE-DAY HOLIDAY. OUR WORLD-CLASS WINE FESTIVALS ARE A PROVEN, CREATIVE AND IDEAL SETTING FOR REACHING NEW CUSTOMERS, EXPANDING BRAND AWARENESS, AND SELLING YOUR PRODUCTS IN A RELAXED AND FESTIVE ENVIRONMENT. IF YOU THINK YOUR TARGET CUSTOMER IS ALSO WINE DRINKER, WE INVITE YOU TO CONSIDER JOINING US THIS MEMORIAL WEEKEND.



2022 NEW MEXICO WINE FEST

Albuquerque
and Las Cruces

MEMORIAL DAY WEEKEND
May 28 - May 30

Tickets at NMWINE.COM

WELCOME TO THE WINEGARDEN

Our unofficial theme for 2022 is *Welcome to the WineGarden* taking full advantage of New Mexico's ideal climate. It begins with our advertising campaign and the simple, sophisticated beauty of the wine glass interpreted as a flower. It lets our customers know they are invited to stroll our decorated festival grounds and tents with a glass of wine and enjoy height of Spring.



Picture your staff enjoying the wine festival atmosphere while meeting new prospective clients and building your brand with local customers. If you need some ideas how to integrate your product or service into our festival and maximize engagement, have a look at our Co-Branding opportunities and custom activations.

ABOUT THE FESTIVAL

ALBUQUERQUE LOCATION:

Balloon Fiesta Park

LAS CRUCES LOCATION:

Southern New Mexico State Fairgrounds

FORMAT:

Three-day event over Memorial Weekend, **May 28-30.**

HOURS:

Gates open at 12:00 daily.
Sampling ends 5:30PM.
Gates close 6:00PM

ATTENDANCE:

Daily attendance ranges from 3,000 to 5,000 adults.

TURNOVER:

Average customer spends 2+ hours at the event

ALBUQUERQUE DEMOGRAPHIC:

GEOGRAPHY:

Nob Hill, West Side,
Central ABQ

AGE:

21 - 50 / Skews younger,
mid 20's to 30's / This
event is 21+

GENDER:

Trends towards younger
female and younger couples

LAS CRUCES DEMOGRAPHIC:

GEOGRAPHY:

70% El Paso,
20% Las Cruces

AGE:

25 - 65 / Skews towards
families as children are
allowed

GENDER:

Trends toward middle-aged
female and family units



SPONSORSHIP OPPORTUNITIES

Wine festivals provide a relaxed and informal setting to interact with New Mexico and Texas residents over the age of 21, and our partnership opportunities are designed to create engagement with this highly desirable demographic of customers. We have created several co-branding opportunities and custom activations to help you envision the opportunities that our team can facilitate. We love exploring new ideas as well and welcome the opportunity to work with your staff to create a one-of-a-kind, memorable sponsorship at our wine festival.



CO-BRANDING OPPORTUNITIES

LET OUR TEAM
CUSTOMIZE A BRANDING
OPPORTUNITY FOR YOUR
BUSINESS

15,000 LOGO WRISTBANDS: \$2,000

Every customer, vendor, band member, and winery staff who enters the festival will receive a wristband as proof of entry and verification of their age. Your logo will be seen by all.

15,000 WINE GLASS STUFFER: \$2,500

When customers walk in the door, the first and only question is "Where is my glass?". Place your business card sized special offer inside every glass, for all our customers to enjoy during or after the event.

5,000 WINE TOTE BAGS: \$5,000

When a customer buys multiple bottles at the festival, but not a full case, our vendors use premium, custom-logo wine tote bags, and our customers love them. A free wine bag goes home in the car and stays with our customers as a shopping bag. Make a lasting impression with your logo on a custom designed wine tote.

1,000 CUSTOM LOGO CORKSCREWS: \$3,000

A wine key is an essential tool for life. We recommend having one in your kitchen, car, purse, backpack, check luggage, and of course, in the picnic basket. Your logo on a thousand TrueTap logo corkscrew is a snazzy premium to hand out at the festival.

WATER OASIS STATION: \$2,000

People love the free water stations at our festival and return throughout the day to hydrate and get refreshed. Our new Water Oasis will be a canopy shaded large-format water station with multiple fill spouts and lots of room for logo placement.

VIVAVINO
NEW MEXICO WINE

CUSTOM ACTIVATIONS

One of the best ways to engage with festival attendees is by partnering with New Mexico Wine on a custom activation that is created for interaction and information gathering. We have experience hosting and/or producing a variety of activities for our patrons to enjoy. Some of these ideas might include an extra fee or ticket, and event within the event, or a VIP experience.

Door Prize Registration – \$750 Sponsorship and/or Product + In-Kind Donation

Food & Wine Pairing – \$1,500 Sponsorship and/or Product + In-Kind Donation

Music & Stage Sponsor – Brand the Stage for \$3,000

Corporate Activations – Price TBD based on scale/scope



CATEGORY EXCLUSIVE SPONSORSHIPS - \$2,000

.....

Upgrade your vendor booth with a category exclusive sponsorship for a premium location and no competition. Our staff will work with your team before the layout of the event is finalized to ensure maximum visibility and brand exposure. Category exclusive sponsorship come with perks like premium parking and a bottle of sparkling wine at the festival. Business categories that might be interested include Solar/ Renewable Energy, Automotive, Casino, Insurance, Mobile/Cellular.



**VIVA
VINO**
NEW MEXICO WINE

NMWINE.COM

FESTIVAL CONTACTS

New Mexico Wine produces four of the largest wine festivals in the Southwest which take place over Memorial Day and Labor Day weekends in Albuquerque and Las Cruces simultaneously. Our association has 28 years of event experience in New Mexico and our staff has produced over 200 large scale events. We invite you to learn more about our plans for any of our 2022 wine Festival by contacting our festival staff.

Albuquerque Festivals – Dean Strober / (505) 510-1312

Las Cruces Festivals – Chelsea Canon / (505) 859-0541

New Mexico Wine & Grape Growers Association – Chris Goblet (575) 649-8994

"Deep roots never doubt Spring will come."