

The background of the entire graphic is a photograph of a park scene at dusk or dawn, with a blue tint. It shows a grassy area with people sitting at tables, a building with a cupola in the background, and trees. The text is overlaid on this image.

Kirkland MARINA PARK
UNCORKED

**2024 PARTNERSHIP
OPPORTUNITIES**

JULY 12-14, 2024

KIRKLAND, WA



Thank you for expressing interest in partnering with Kirkland Uncorked!

Participating in the event will offer you the opportunity to:

- **ENGAGE** with an active and social audience. We attract a diverse and vibrant crowd!
- **ACTIVATE** your marketing initiatives. Bring your brand to life at Kirkland Uncorked!
- **SHOWCASE** your products. Our guests are always eager to try something new!
- **HOST** private parties, VIP functions, or company gatherings! Just provide your RSVP list, and leave the rest to us.



ABOUT KIRKLAND UNCORKED

Discover the essence of summer at Kirkland Uncorked, Washington's largest summer wine festival, held at Marina Park on Lake Washington. Join 8,000 wine enthusiasts for three days of tasting 70+ wine varietals, savoring culinary delights at the Chef Grill Off and Food Truck Feast. An additional 20,000 visitors flock to our all-ages Street Fair and Craft Market for family-friendly fun. As a sponsor, your brand takes center stage at this vibrant celebration, reaching 28,000 customers and beyond through extensive marketing. Elevate your presence and be part of the unforgettable experience at Kirkland Uncorked – where wine, food, and festivities unite!



OUR WINE LINEUP provides guests with the opportunity to sample 70+ varietals of Washington Wine in 5oz keepsake glasses. Guests can purchase the tastes they love in full-size bottles at the tax-free Wine Shop.



OUR FOODIE FEASTS brings the Eastside's best tastes to Marina Park. Guests can dig into the area's tastiest mobile kitchens at the Food Truck Feast, and learn from the pros at the Grill-Off.

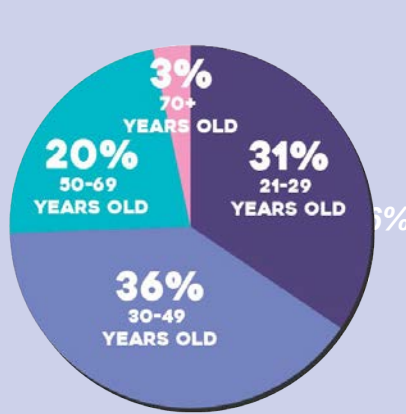


OUR STREET FAIR provides guests with an all-ages area to shop 40+ craft vendors, sample delicious foods, and connect with local businesses.

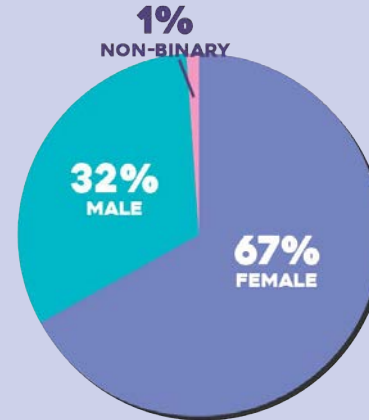
WHO ATTENDS KIRKLAND UNCORKED?

**28,000
CUSTOMERS**

**INCLUDING 8,000
IN TASTING GARDEN**



CUSTOMER AGE



CUSTOMER GENDER



CUSTOMER INCOME



MARKETING & PROMOTION

SOCIAL MEDIA REACH

315,570
FACEBOOK

65,584
INSTAGRAM

SOCIAL MEDIA AUDIENCE

5,758
FACEBOOK

2,095
INSTAGRAM

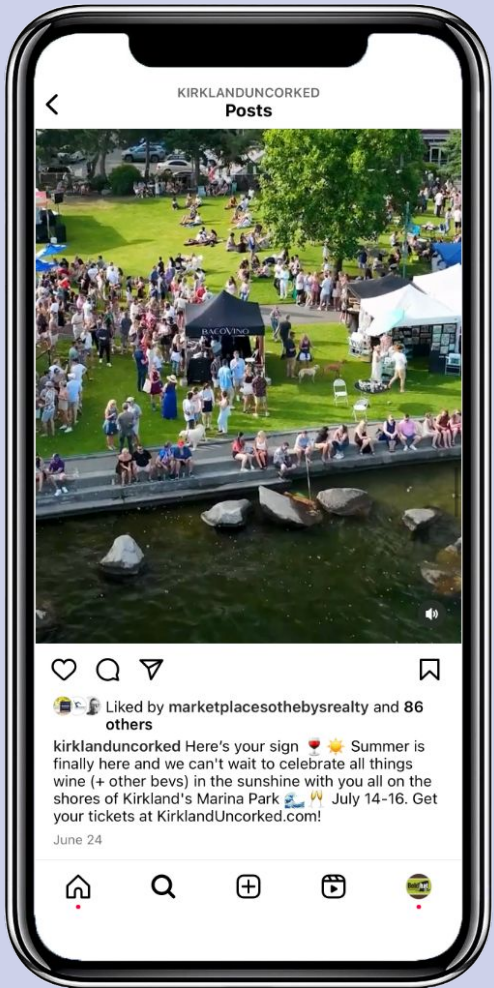
1,207
X (TWITTER)



**EVENT EMAIL
MARKETING**

6,331 CUSTOMER SIZE

45% EMAIL OPEN RATE



76,000
WEBSITE VISITORS

PARTNERSHIP OPPORTUNITIES

PARTNERSHIP OPPORTUNITIES

PRESENTING SPONSOR

Average Cost: \$45,000

Be the exclusive overall event sponsor with the highest level of exposure.

TASTING GARDEN SPONSOR

Average Cost: \$25,000

Be the exclusive sponsor of the Tasting Garden – which includes 70+ Washington Wines and a variety of foodie feasts.

MAIN STAGE SPONSORSHIP

Average Cost: \$10,000

Be the exclusive sponsor of the Main Stage - which is fully programmed with live music and foodie entertainment.

STREET FAIR SPONSOR

Average Cost: \$25,000

Be the exclusive sponsor of the Street Fair, aligning your brand with the all-ages Craft Market.

WINE SHOP SPONSOR

Average Cost: \$6,000

Be the exclusive sponsor of the Wine Shop. This one-stop-shop is Tax Free and the most popular stop before ending the day at Uncorked.

VOLUNTEER SPONSORSHIP

Average Cost: \$6,000

The Fremont Fair relies on devoted volunteers to execute the event. Align your brand with their commitment.

COMMERCIAL EXHIBITOR

Average Cost: \$1,995

On-site space to interact directly with all festival guests.



CUSTOM SPONSORSHIPS

Have an idea that you don't see here? We welcome new and creative ways to showcase your business!

WHO TO CONTACT

Phil Megenhardt, Creative Director
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PARTNERSHIP OPPORTUNITIES

	PRESENTING SPONSOR	TASTING GARDEN SPONSOR	STREET FAIR SPONSOR	MAIN STAGE SPONSOR	WINE SHOP SPONSOR	GLASSWARE SPONSOR	VOLUNTEER SPONSOR	COMMERCIAL EXHIBITOR
Exclusivity	✓	✓	✓	✓	✓	✓		
Logo On Website	✓	✓	✓	✓	✓	✓	✓	
Logo On Print Marketing	✓	✓	✓	✓			✓	
Logo on Digital Marketing	✓	✓	✓	✓			✓	
Logo on Printed Event Materials	✓	✓	✓	✓	✓	✓	✓	
Social Media	✓	✓	✓	✓	✓	✓	✓	
Email Marketing	✓	✓	✓	✓	✓	✓	✓	
Logo on Banner	✓	✓	✓	✓	✓		✓	
Logo on Glassware	✓					✓		
Logo on Volunteer Shirt	✓						✓	
On-Site Activation	✓	✓	✓	✓	✓	✓	✓	✓
Event Tickets	✓	✓	✓	✓	✓	✓	✓	
Roaming Rights	✓	✓	✓					

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* Sponsorships may include, but are not limited to the above. *