



ONE HARRISON

FOOD + WINE FESTIVAL

2018 SPONSORSHIP DECK

ABOUT THE FESTIVAL

One Harrison Food + Wine Festival is the premier event in Northwest Florida. Set in charming Downtown Panama City on the Marina overlooking the bay. The festival will take place over two days offering a variety of flavors and experiences unique to Panama City's community. Join us to interact and dine with an array of local chefs, culinary personalities, artisans, wine enthusiasts, craft beer, and cocktail experts while complemented by a diverse lineup of musical acts and exciting activities for everyone to enjoy.

SOIRÉE UNDER THE STARS

FRIDAY, NOVEMBER 2 | 5:30 PM - 9:30 PM

VIP EARLY ENTRY | 5:30 PM
GENERAL ADMISSION | 6:30 PM

Join us to kick off the weekend with a sensational waterfront tasting to preview a variety of authentic flavors of Panama City. The Panama City Marina and its intracoastal waterway provide a natural setting for the festival. You'll surely enjoy delighting your senses while listening to esteemed artists play your favorite tunes under the stars.

GRAND TASTING

SATURDAY, NOVEMBER 3 | 5:30 PM - 9:30 PM

VIP EARLY ENTRY | 5:30 PM
GENERAL ADMISSION | 6:30 PM

Come out and raise a glass to Panama City and celebrate its thriving community. The main event staged with a picturesque setting of gorgeous water is designed to reflect the individual flair and highlight the unique aspects of the area. This spectacular evening event allows guests the opportunity to sip on local libations and savor a delicious assortment of local cuisine from some of the best restaurants the Panama City area has to offer. Guests will also enjoy listening to live musical entertainment, culinary demonstrations, wine seminars, pop up retail shops, and an artisan market where local artists will showcase their creations.

This event is not one to be missed!

Percentage of the proceeds will go to The United Way of Northwest Florida.



DOWNTOWN PANAMA CITY | 1 HARRISON AVENUE, PANAMA CITY, FL 32401 | 850.215.1700

WWW.ONEHARRISONFOODANDWINEFESTIVAL.COM



ONE HARRISON
FOOD + WINE FESTIVAL

SPONSORSHIP LEVELS AND BENEFITS

Gain recognition by affiliating your brand with a high end consumer event targeting food and wine enthusiasts

∞
Broaden the market's awareness of your products and services

∞
Reinforce loyalty with current consumer relationships

∞
Acquire new, quality customers

∞
Gain media exposure among food, wine, and lifestyle outlets

∞
According to the Cone Consumer Report, consumers are more likely to switch to a sponsor's brand that supports a local event

∞

\$3,000

- VENDOR SPACE (INCLUDES (1) 10X10' BOOTH SPACE, POWER, LIGHTING AND TRASH CAN
- (10) VIP WEEKEND PASSES
- BUSINESS NAME AND LOGO FEATURED ON WEBSITE, E-BLASTS AND SOCIAL NETWORKING CAMPAIGNS
- BUSINESS NAME AND LOGO FEATURED AS SPONSOR IN EVENT SCHEDULE
- (8) SOCIAL MEDIA POSTS OF ACKNOWLEDGEMENT
- BUSINESS NAME AND LOGO FEATURED AS SPONSOR ON BILLBOARD IN A HIGH TRAFFIC AREA
- OPTION TO HAVE BRANDED BANNERS AT ENTRANCE, CHEF DEMO STAGE, OR CONCERT STAGE

\$1,500

- (8) VIP WEEKEND PASSES
- BUSINESS NAME AND LOGO FEATURED ON WEBSITE & E-BLASTS
- (5) SOCIAL MEDIA POSTS OF ACKNOWLEDGEMENT
- BUSINESS NAME AND LOGO FEATURED AS SPONSOR IN EVENT SCHEDULE
- BUSINESS NAME AND LOGO FEATURED AS SPONSOR ON BILLBOARD IN A HIGH TRAFFIC AREA

\$1000

- (5) VIP WEEKEND PASSES
- BUSINESS NAME AND LOGO FEATURED ON WEBSITE & E-BLASTS
- (3) SOCIAL MEDIA POSTS OF ACKNOWLEDGEMENT
- BUSINESS NAME AND LOGO FEATURED AS SPONSOR IN EVENT SCHEDULE

SPONSORSHIPS OPPORTUNITIES AVAILABLE AT THE ONE HARRISON FOOD + WINE FESTIVAL ARE ENDLESS.
WE LOOK FORWARD TO BUILDING A CUSTOM SPONSORSHIP TO HELP MEET YOUR NEEDS!

2018 TERMS AND CONDITIONS

Destination Panama City, the owner and promoter of “**ONE HARRISON FOOD + WINE FESTIVAL**” agrees to reserve a space for the Company’s use in the **ONE HARRISON FOOD + WINE FESTIVAL** in Panama City, Florida, on November 2 & 3, 2018. Signature and payment constitutes the Company’s agreement to abide by the cancellation policy and all other rules and policies stated in the registration fact sheet. Registration and booth space will not be confirmed until payment is received.

I also understand that my company/company representatives may be filmed and photographed during the event and I give Destination Panama City permission to do so and grant to Destination Panama City the absolute and irrevocable right and unrestricted permission concerning any photographs, video footage or other likeness (collectively, “photography”). I understand that all photography is the property of Destination Panama City and agree that I/my company will not receive any compensation for the use of any photography acquired during the **ONE HARRISON FOOD + WINE FESTIVAL**. Destination Panama City reserves the right to use all recipes, photography, and biographies the Company in promotional materials including, but not limited to, the official website, advertising and marketing collateral, to use, reuse, publish, and republish the photography in whole or in part, individually or in connection with other material, in any and all media now or hereafter known, including the internet, and for any purpose whatsoever, specifically including illustration, promotion, art, editorial, advertising, and trade, without restriction as to alteration; and to use my name/ company name in connection with any use Destination Panama City so chooses.

The Company releases and discharges the Destination Panama City from any and all claims and demands that may arise out of or in connection with the use of the photography, biographies, or recipes, including without limitation any and all claims for libel or violation of any right of publicity or privacy. This authorization and release shall also inure to the benefit of the employees, agents, successors, assigns and licensees of Destination Panama City. I am a legally competent adult and have the right to contract in my own and my company's name. I have read this document and fully understand its contents. This release shall be binding upon me, my company, my heirs, successors, and assigns.

Destination Panama City reserves the right to refuse service to any individual or company. All terms and regulations for the **ONE HARRISON FOOD + WINE FESTIVAL** are subject to change, and all final decisions regarding terms of regulations are at the discretion of Destination Panama City.

All wine, beer, spirits, and/or food is donated and you are responsible for the security, transport and proper handling and storage of your product, consistent with all local, state and federal ordinances, rules, regulations and statutes.

INSURANCE: The Company shall maintain Comprehensive General Liability Insurance and Personal Injury coverage for all of the Company's activities at the show, all at the Company's sole cost and expense. Policy limits shall be at least \$1,000,000/\$1,000,000 Bodily Injury and Property Damage combined. The Company shall also maintain, at their sole cost and expense, Workers Compensation Insurance for employees participating in the **ONE HARRISON FOOD + WINE FESTIVAL**. Evidence of insurance coverage in the form of a valid Certificate of Insurance specifying that coverage include activities at the show must be provided to Destination Panama City prior to move-in. The Company warrants that it has and shall have insurance complying with these insurance requirements and with such other requirements as may be promulgated by Destination Panama City for **ONE HARRISON FOOD + WINE FESTIVAL**.

CONTACT US

DESTINATION PANAMA CITY

INFO@DESTINATIONPANAMACITY.COM

850.215.1700 OFFICE

ALY WHITEHEAD

ALY@DESTINATIONPANAMACITY.COM

850.541.5277 CELL | 850.215.1717 OFFICE