



PARTY B CAUSE

303 WINE

Saturday, August 3, 2019

12:00 PM to 5:00 PM

Clement Park: Littleton, CO

WHY PARTNER WITH 303 WINE?

Colorado wineries are invited to be featured at our 10th annual premier summer wine tasting, which brings together over 2,000 wine lovers and great new clients. As you'll see below, in 2018, 32% of attendees had never visited a winery but almost half purchase wine more than 5 times a month, so this is a fantastic opportunity for you to engage a new set of patrons that you might not otherwise encounter and introduce your brand to patrons who frequently make wine purchases.

303 Wine (Wine on the Rocks) is a well-established annual event creating good within the community and good for wineries across Colorado. By connecting with this event that disrupts global poverty and educates and empowers girls and women throughout the world, you can reach more than 2,000 educated, affluent and culturally savvy attendees while supporting a myriad of nonprofits doing good locally and globally.

Registration for our 2019 is on a first come, first served basis and booths sell out quickly.

In 2018, we introduced a wine valet service where purchases made at your booth will be taken to a wine check at the front entrance to allow for better sales throughout the entire event. You'll see an improved version of this in 2019!

Registration includes a 10x10 booth, ice, help with set-up, security, and an event sure to bring your winery new patrons. Registration is \$50 and is on a first-come-first-serve basis. Double booths are available for \$100 and electricity is available for \$35. Wineries may sell wine by the bottle and glass at the event.

303 Wine centers on creating an engaging atmosphere that showcases all our favorite Colorado wineries have to offer and we are committed to making this a successful outreach effort for your business. If we can customize a solution to help you meet specific goals and desires, let us know! We are here to create a mutually beneficial, long lasting partnership.

ATTENDEE DEMOGRAPHIC INFORMATION

2018 WINE EVENT

Gender

Female..... 75%
Male..... 25%

Marital Status

Single..... 43%
Married..... 42%
Other..... 15%

Annual Income

\$125K+.....24%
\$100K-\$124K.....20%
\$70K-\$99K..... 20%
\$50K-69K..... 20%
Under \$50K..... 14%

Age

21-34 56%
35-44..... 22%
45-54..... 13%
55+..... 10%

Educational Level

Advanced College Degree...24%
College Degree.... 55%
Some College.....15%
High School& Below.... 6%

Will Guests Attend in the Future?

90% said yes!

How Often Do They....

Purchase Wine?

1-4 times a month 54%
5+ times a month 43%
Never 3%

Visit a Winery?

1-2 times a month: 62%
3+ times a month: 6%
Never 32%



Percent of attendees who are more likely to patron a sponsoring businesses: 68%