



DOWN & DERBY *Wine Festival* COOPER RIVER PARK

camden county
Making It Better, Together.

Visit
SOUTH JERSEY

SATURDAY, MAY 2, 2020 | 3PM - 7:30PM | PENNSAUKEN, NEW JERSEY | @DOWNANDDERBYWINEFEST.COM





DOWN & DERBY Wine Festival

COOPER RIVER PARK



THE DOWN AND DERBY WINE FEST returns to Cooper River Park on May 2, 2020, for a second year, along with *Visit South Jersey* and Camden County. The festival is a celebration of South Jersey's leading wine producers with the opportunity to sample and sell their delicious reds, whites, rosé and sparkling wines to more than 2000+ attendees at Cooper River Park. With live music, food pairings and a viewing of the Kentucky Derby, our guests dress in their Kentucky Derby finest to taste the best wines of South Jersey.

Visit South Jersey is the official Destination Marketing Organization for Burlington, Camden, Gloucester and Salem counties, and the Outer Coast Plain Wine Region in South Jersey. Working with thousands of tourism stakeholders, *VSJ* promotes travel to the region by creating and packaging tourism product, and marketing South Jersey as a destination. *VSJ* is a non-profit organization supported in part by a grant from the New Jersey Department of State, Division of Travel and Tourism. Ticket proceeds benefit *Visit South Jersey*.

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Down and Derby Point of Contact | **Dan Fein**
C 610-761-9146 | Dan.Fein@Entercom.com



WHY EXHIBIT AT



Be integrated into a **12-week Marketing Campaign** exclusive to the SJ Wine Community, with an the opportunity to sample and sell your wine to *a discerning audience of 2,000 wine lovers.*

Entercom Philadelphia markets your winery to millions of listeners across our six stations as well as promotes your business through our social media accounts.

MARKETING AND MEDIA EXPOSURE FOR YOUR PARTICIPATION

- Logo inclusion on NEWLY re-designed website DownandDerbyWineFest.com with a dedicated page sharing your winery's history and link to your site
- Be included in commercials across six Radio stations



- Custom video and promotional appearance featuring your winery and shared on various social platforms, led by 96.5 TDY Radio Station Ambassador, Bennett
- **@DownandDerbyWineFest** Instagram Takeover Opportunities featuring your winery

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WINE EXHIBITORS

OPPORTUNITIES | INFO | GUIDELINES

DETAILS

- Saturday, May 2, 2020
- 3 – 4PM VIP EXPERIENCE (250 attendees)
- 4 – 7:30PM GENERAL ADMISSION (2000 attendees)

LOCATION *Cooper River Park*

- **NEW for 2020:** Jack Curtis Stadium Area, 1301 North Park Drive, Pennsauken, New Jersey

WINERY REQUIREMENTS

- Attendees of D&D Wine Fest will be permitted to receive (15) – 2 ounce samples of wine from the participating wineries
- Wineries to provide enough wine to satisfy Sampling pours for up to 2000 attendees.
- Limit your offerings to no more than 4 types of wine
- Winery to provide ample staff for sampling, selling and educating guests – **Recommended staff 4 -6 person min.**
- **Visit South Jersey** is the Social Affairs Permit Holder with the ABC Holder for the Wine Fest. All Exhibitors will fall under the permit's pouring rights for Sampling Only.
- Guests will be given a stamp-card to track sample consumption; wineries are to stamp card upon pouring
- **Wineries are permitted to Sell bottles of wine and retain all revenue.** You MUST apply for the appropriate PERMIT with the NJ state ABC Licensing Bureau. Consumers can enjoy the wine onsite or take home.
- Rules, booth locations and more information will be emailed the week prior to the festival.

VIP EXPERIENCE

- **Wineries to provide an exclusive varietal or a limited edition blend for the VIP hour for up to 250 attendees.**
- Enhance the VIP Experience with a Gift Card from your winery for 250 VIP guests to drive post event traffic. Gift Cards can be a dollar amount or a complimentary tasting.

ENTERCOM/VISIT SOUTH JERSEY/ CAMDEN COUNTY PROVIDES

- Wineries will be given a choice of a 10'x10' or a 10'x20' tent, tables, 2 chairs, signage, linens and access to power for a single standard outlet.
- Booth set-up will take place as early as 8:00am on Saturday, May 2nd and continue through 1:00pm. Breakdown will take place after the close of event, no earlier than 7:30pm

CREDENTIALS

- Each Exhibitor will receive 6-10 total working credentials and 2 General Admission tickets. Ticketing will be strictly enforced due to limited space at the venue.

CONTACT PERSON

For information, questions or to submit your application, please contact:

Dan Fein | C. 610-761-9146 | Dan.Fein@Entercom.com



NEW FOR
2020

THE VILLAGE EXPERIENCE

We are excited to expand our footprint for the 2020 Down and Derby Wine Festival! Wineries will have access to a 20'x20' space with a 10'x10 OR a 10'x20' Tent, tables, and linens. It is highly recommended that the Winery creates a Village Experience within their given space with props, furniture, décor, such as wine barrels, crates, bottles, corks and more to replicate the look and feel of your winery. Create a vibe in your Village that will have guests snapping selfies, hang out to taste, learn and enjoy!

Wineries will be provided signage for the front of the tent, showcasing the wineries name, and also allocated locations within the tent for sampling and selling. Please provide the necessary staff (recommended 4-6 minimum) to tend to – sample and selling – so that lines move smoothly and quickly and to best enhance the consumer experience within your village.



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WINERY APPLICATION

Name Of Winery (Legal Name) _____

Address _____

Phone (_____) _____

Email _____

Website _____

How To Refer To Your Winery In On-Air Announcements

Instagram Handle _____

Twitter Handle _____

Contact Person (Day of Event & Communication Pre-Event)

Phone (_____) _____

Email _____

TENTING NEEDS & ELECTRIC:

____ 10'x20' Space with a 10'x10' Tent

OR

____ 20'x20' Space with a 10'x 20' Tent

OR

____ We're Bringing Own Tent, with weights and/or stakes,

Please list your tent dimensions here _____

____ YES ____ NO I will need access to power for my Village

SELLING WINE: We are selling wine at the event ____ YES ____ NO

* Winery **MUST APPLY FOR A PERMIT** with the ABC and Submit a Copy to Dan 30 days prior to the event

____ YES ____ NO **Entercom Communications Corporation** can utilize photos from our winery's social media platforms to promote our winery's participation in this event

SUBMIT THE FOLLOWING TO Dan.Fein@Entercom.com by 2/3/20

- ☐ High res version (jpg and EPS) of your winery logo
- ☐ This Winery Application
- ☐ Signed Agreement – see next page
- ☐ Permit from NJ's ABC to sell wine at this event
- ☐ COI labeling Entercom, VSJ and CC as additionally insured on CGI and LL insurance policies for this event – see agreement attached for specific wording.

GIFT CARDS: My Winery is interested in providing a Gift Card to VIPs swag bags:

____ Yes ____ No If YES, how many _____

What are you providing? We'd like to share this on our website

For more information and/or questions, please contact

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