ATLANTA FOOD & WINE FESTIVAL
10 Years of Celebrations

EAT. DRINK. EXPLORE THE SOUTH.

MAY 28 - MAY 31 FOURS DAYS FILLED WITH FOOD, FUN & FESTIVITIES

ATLFOODANDWINEFESTIVAL.COM • #KNOWTHESOUTH
Since 2011, the Atlanta Food & Wine Festival shines an international spotlight on the incomparable food, wine, beer and spirits of the South. Our four-day weekend showcases more than 250 chefs, sommeliers, mixologists and industry insiders from 13 Southern states - each with a unique story to tell, a tradition to share and a region to fondly recall. Annually, more than 10,000 tourists and locals alike converge on Atlanta to savor, sip and share in exceptionally and artfully curated experiences they’ll find nowhere else.

WE STRIVE TO...

- **Celebrate**, preserve, and promote Southern food and drink traditions and culture.
- **Showcase** Southern chefs, beverage innovators, sommeliers and artisans.
- **Inspire** new impressions of Southern food and drink.
- **Highlight** the rich agricultural products of the region.
- **Entice** guests to eat, drink, and explore the South.

**FESTIVAL BY-THE-NUMBERS**

- **4 days**
- **21 events**
- **55 classes**
- **155 credentialed media**
- **284 talent + exhibitors**
- **11,426 attendees**

May 28-May 31, 2020
ATLFOODANDWINEFESTIVAL.COM
@ATLFoodandWine
#KnowTheSouth
CELEBRATING IN TRUE SOUTHERN STYLE.

The 2020 Atlanta Food & Wine festival will showcase our 10 years of incredible southern culinary talent, traditions, and defining cultures that lay the groundwork for Southern cuisine as we know it today.

TASTING EXPERIENCES:
Through our extensive roster of learning seminars, guests will have 50+ opportunities to receive hands-on instruction, participate in panel discussions and indulge in tastings from the region’s top talent. In addition, the Master Studio series invites guests to travel down memory lane with some of our favorite kitchen raconteurs - chefs, beverage pros, and purveyors - as they share dishes inspired by their experiences.

TASTING EVENTS:
Destination Delicious:
Kick off the weekend by joining AF&WF’s top talent on the ultimate, culinary road trip through the South. Experience a diverse roster of homegrown culinary talent from each Southern state.

Friday Lunch:
With the help of unique libations and refreshing wines, explore the levels of Southern heat through spicy bites created by the region’s best chefs.

Sunday Brunch:
Wrap up the weekend of eating and drinking with an indulgent Southern Brunch. Soak up the end of the weekend on the Terrace, with one-of-a-kind flavors created by a bold line-up of chefs East of the Mason-Dixon line.

TASTING TENTS:
Over the weekend, our all-inclusive Tasting Tents invites 10,000+ attendees to embark on a delicious journey through the South’s finest flavors within Atlanta’s popular Old 4th Ward Park.
HOSTING GUESTS FROM AROUND THE WORLD.

In 2019, we had the great pleasure of welcoming attendees from **35 STATES & THE U.S. VIRGIN ISLANDS**. We are also proud to host international guests from all across the globe.

69% GEORGIA 13% FROM OUTSIDE METRO ATLANTA
16% REGIONAL FROM EVERY SOUTHEASTERN STATE
13% NATIONAL REPRESENTATION FROM 35 STATES
1% INTERNATIONAL OUR GUESTS ARE GLOBAL

42 MEDIAN AGE 84% HOME OWNERS 81% COLLEGE GRADS 76% HHI $100K+

affluent & educated
43% MALE 57% FEMALE

OUR GUESTS ENJOY

TRAVEL  FOOD & WINE  VACATIONS  ENTERTAINMENT
SERVING UP A SOCIAL SMORGASBORD.

120,771 Visitors • 83% New Visitors
25-34 Average Age • 62% Female

Earned & Paid Media
- 19.4M print/digital Impressions
- 18.8M circulation
- 374 pieces of coverage with a readership of over 5.2B
- 5.7M promotional reach (billboards, digital, geotargeted mobile, radio, eblasts)
- 2.2M TV impressions

21 National Media Outlets Onsite (A total of 156 press consisting of loca, regional and national outlets.)
CLEAR CHANNEL • CNN DIGITAL • COMCAST • EPICURUS • EXTRA CRISPY • FANBOLT • HEADLINE NEWS • HUFFPOST • IHEARTMEDIA • IHEARTPODCAST NETWORK • INSIDER/BUSINESS INSIDER • NBCBLK • STYLEBLUEPRINT • THE DAILY BEAST • THE DAILY BUZZ • THE FOUNDRY (TIME INC.) • THE LOCAL PALATE • THE SOUTHERN FOODIE • THRILLIST • UPSCALE MAGAZINE • USA TODAY
## Partnership Levels

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<thead>
<tr>
<th>Benefits &amp; Opportunities</th>
<th>Presenting $150K+</th>
<th>Platinum $75K+</th>
<th>Gold $50K+</th>
<th>Silver $25K+</th>
<th>Bronze $10K+</th>
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<td>Festival logo integration, Naming Rights</td>
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<td>Special client entertainment opportunities</td>
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<td>Brand integration across events</td>
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<td>Physical activation space at participating events</td>
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<td>Logo inclusion on the festival website</td>
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<td>Logo inclusion on the festival print advertisement campaign</td>
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<td>Logo inclusion on festival signage</td>
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<td>Inclusion in all press releases created by the festival</td>
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<td>Dedicated sponsor manager for festival experience</td>
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<td>Customized photo collection of brand’s festival presence</td>
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RECENT FESTIVAL PARTNERS INCLUDE:

PLATINUM

GOLD

SILVER

BRONZE

PRESENTING MEDIA SPONSOR
TIME TO CHOW DOWN!
JOIN US AS WE CELEBRATE OUR
10 YEAR ANNIVERSARY IN 2020

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