Northville FOOD & WINE FESTIVAL

VENDOR INFORMATION

AUGUST 13 - 14, 2021 | FORD FIELD, DOWNTOWN NORTHVILLE, MICHIGAN

OUR MISSION

THE MISSION OF THE NORTHVILLE FOOD & WINE FESTIVAL is to celebrate fine wine and food from the Mid-West region. Our goal is to promote the historic township of Northville, by stimulating the local economy through increased tourism and business exposure to visitors, whilst supporting local and regional charity organizations.

'Water Wheel Building' - Built by Henry Ford, Sr.

Downtown Northville's Historic Clock

OUR 2021 SUPPORTED CHARITY

Northville Educational Foundation

NORTHVILLE EDUCATIONAL FOUNDATION

For 20 years, the Northville Educational Foundation has been dedicated to fostering and enhancing educational opportunities for all of the students in the Northville Public School District.

NEF supports multiple programs that enhance every student s learning experience. The NEF has awarded over 20,000 in Innovative Teaching Grants and donated over $2.5 million to Northville Public Schools

BECOME A VENDOR

JOIN THE FESTIVITIES! As a Vendor of the Northville Food & Wine Festival, you are making a valuable contribution to the festival experience, local and regional charitable organizations and the broader Northville community.

Being a vendor of the Northville Food & Wine Festival provides a unique opportunity to showcase your exclusive products and services to an affluent and receptive audience. As a premium event we are committed to selecting high-quality craft, merchandise, service, and food vendors that will exceed the expectations of our guests, and enhance the overall festival experience.

MARKET DEMOGRAPHICS

NORTHVILLE's FOOD & WINE FESTIVAL appeals to educated consumers of luxury lifestyle goods, services and fine dining experiences. The event will attract visitors from a various locations surrounding Northville, Oakland County and across the Mid-West.

NORTHVILLE DISTRICT

- Population: 5970 / 28,838 (Township)
- Male: 48.43%, Female: 51.57%
- Median Age: Male 48.1, Female 46.3
- Mean Household income: $150,359
- Mean Family Income: $185,644
- College Degree + : 80.3%
- Vacation more than twice/yr: 68.3%
- Dine out more than twice /wk: 71.9%

OAKLAND COUNTY

- Population: 1,250,836 (2nd in MI)
- Male: 48.74%, Female: 51.26%
- Median Age: Male 39.4, Female 42.4
- Mean Household income: $100,231
- Mean Family Income: $121,528
- College Degree +: 53.5%
- Vacation more than twice/yr: 53.1%
- Dine out more than twice /wk: 62.7%

OAKLAND COUNTY, MI *contains 13 of the top 15 affluent zip codes in Michigan, and ranks 2nd as the most populated county in Michigan.*

INFORMATION CONTACT:
Scott Buie | 313.399.5231
sbuie@northvillefoodwine.com

MARKETING

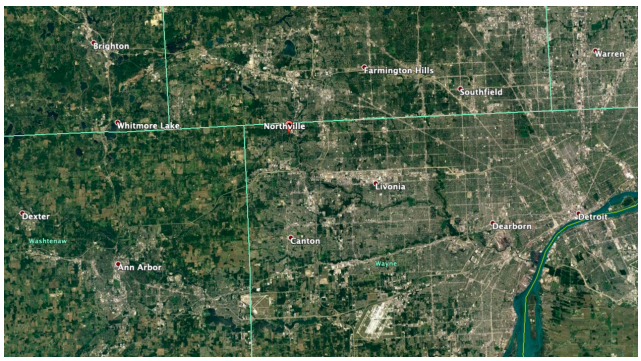
INITIATIVES AND DISTRIBUTION QUANTITIES

The Northville Food & Wine Festival ACTIVELY MARKETS our event throughout Michigan and the broader Mid-West region. Our promotion leading up to the event includes extensive multi-media campaigns utilizing print, radio, social media and direct-email marketing sources. The festival will also be featured in "The 'Ville" and Plymouth "Rock" magazines distributed to more than 52,000 households and businesses throughout Northville and Plymouth for May and July 2021 issues.

SPONSOR INCLUDED MARKETING	IMPRESSIONS
The 'Ville Magazine advertising (per month)	21,000+
The Plymouth "Rock" Magazine Advertising (per month)	20,600+
Festival Program (Local)	2,000+
Social media impressions (per sponsor)	240,000+
Anticipated Festival Guests	2,500+
Email database reach	340,000+

ADDITIONAL BRAND EXPOSURE OPPORTUNITIES

- Joint promotions with local participating businesses
- Social media outreach through Facebook, Twitter and Instagram profiles.
- Joint marketing with "The 'Ville" print magazine - Distributed to 24,000+ local households and businesses.
- Joint marketing with Plymouth "Rock" magazine - Distributed to 28,000+ local households and businesses.



VENDOR DETAILS

VENDORS ARE THE LIFEBLOOD OF AN EXCEPTIONAL EXPERIENCE!

The Northville Food & Wine Festival is proud to select and help promote the best of local, regional and national food, wine, arts and crafts suppliers.

To provide the best opportunity for our vendors and variation for our customers, each vendor is carefully consider based on their product offerings. Upon application, our executive team will review your offering for preliminary approval.

PREMIUM VENDOR BOOTH 20' x 10' - $1500

- **Strictly Limited**, located in premium area including festival entry point, or adjacent to entertainment / designated seating areas.
- Premium frontage with additional company signage opportunities.
- Brand and logo inclusion as Premium Vendor on NFWF website /social media.
- Company Logo in Official Festival Booklet distributed to all guests upon arrival.
- 2 Tickets to Festival VIP Event on Friday, August 13th, 2021.

STREETSIDE VENDOR BOOTH 10' x 10' - $600

- Event-facing booth showcasing your business product or service.
- Brand and logo inclusion as vendor on NFWF website & social media.
- Inclusion in Official Festival booklet distributed to all guests upon arrival.

DONATION - *ALL selected vendors are required to donate one gift to the VIP / Sponsors Event Charity Auction with value in excess of $50.*

Successful vendors will be notified by email and phone prior to July 18th, 2021.

Upon notification, Vendor will have 5 business days to submit payment to secure invitation.

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sbuie@northvillefoodwine.com

DONOR DETAILS

CONTRIBUTE TO YOUR LOCAL COMMUNITY AND REGIONAL CHARITIES!

Northville Food and Wine Festival is launching our event with a VIP / Sponsors Event on Friday, August 13th, 2021. To support our charitable contributions, we will conducting a Wine Pull Raffle throughout the evening, and an exclusive Silent Charity Auction offering unique gifts, memorabilia, event tickets and more...

VIP / Sponsor Event - Silent Charity Auction

The Northville Food & Wine Festival is proud to announce this unique event, offering regional businesses the opportunity to showcase their products and services to some of the region's most influential guests, including business owners, local government officials and sports and media personalities.

VIP / Sponsor Event - Wine Pull Raffle

Wine Pull Raffle? - Of Course, we are a FOOD & WINE FESTIVAL!

Our VIP / Sponsor Event will also feature an exciting Wine Pull Raffle, where local, national and international wineries will provide their latest blends to our VIP guests and sponsors!

If you have a favorite wine that you'd also like to offer as part of our Wine Pull Raffle, we welcome your individual contribution also!

Proceeds from the Silent Charity Auction and Wine-Pull Raffle will be donated exclusively to to the Northville Educational Foundation.

Northville FOOD & WINE FESTIVAL

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VENDOR AND DONOR APPLICATION

NORTHVILLE FOOD & WINE FESTIVAL - Saturday, August 14, 2021

Yes, my company / I would like to be a vendor / donor at the 2021 Northville Food and Wine Festival, supporting the Northville Educational Foundation.

VENDOR: (Check Here) ☐ **DONOR:** (Check Here) ☐

VENDORS ONLY - Check One

PREMIUM VENDOR BOOTH - 20′ x 10′ - $1500 ☐ STREETSIDE VENDOR BOOTH - 10′ x10′ - $600 ☐

COMPANY NAME (If Applicable): _____

CONTACT PERSON: _____ TITLE: _____

ADDRESS: _____

CITY / STATE / ZIP: _____

PHONE: _____ EMAIL:

IF SELECTED AS A VENDOR, I AGREE TO DONATE THESE / THIS PRODUCT(S) TO THE VIP GALA SILENT AUCTION:

_____

SIGNATURE: _____ DATE SIGNED: _____

Please Mail Completed Application to:

Northville Food & Wine Festival
143 Cady Center, #246
Northville, MI 48167

Please E-Mail Completed Application to:

sbuie@northvillefoodwine.com

THANK YOU!

YOUR SUPPORT IS IMPORTANT TO US AND OUR BENEFICIARIES.

Northville FOOD & WINE FESTIVAL

DOWNTOWN NORTHVILLE,
MICHIGAN AUGUST 13-14th, 2021

For more details contact:

Scott Buie | 313.399.5231 | sbuie@northvillefoodwine.com

Mailing Address:

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