



2025

SPONSORSHIP OPPORTUNITIES

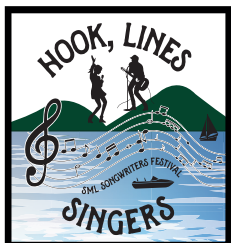
SEPTEMBER 27-28

BERNARD'S LANDING



2025 SML Wine Festival Sponsorship Opportunities

Be a part of one of the region's most anticipated celebrations of wine, music, and community. Our sponsorships provide exceptional brand exposure, meaningful community involvement, and a powerful way to make a lasting impact.



About Hook, Lines, and Singers

Hook, Lines, & Singers is a vibrant 501(c)(3) nonprofit organization at Smith Mountain Lake, Virginia. Our team is made entirely of passionate volunteers who give their time and energy to build a stronger, more connected community. And because we're a nonprofit, every dollar you contribute is 100% tax-deductible—and goes straight back into supporting our local charities.



Sponsorship Levels

Diamond Sponsor- \$10,000 (limit 1)
Platinum Sponsor- \$7,500 (limit 2)
VIP Lounge Sponsor- \$5,000 (limit 1)
Main Stage Sponsor- \$4,000 (limit 2)
Gold Sponsor- \$3,000 (limit 8)
T-shirt Sponsor- \$3,000 (limit 2)
Silver Sponsor- \$1,500
Bronze Sponsor- \$1,000



Key Stats

Expected attendance of 12,000+ passionate wine and music enthusiasts
Over 100 vendors consisting of:
Renowned Virginia wineries
Brew Hub showcasing local craft beer
An open-air market featuring artisan and craft vendors
Food Truck Court with diverse culinary offerings
Two full days of non-stop live music featuring multiple bands and genres



Contact Information

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DIAMOND SPONSOR

\$10,000 (limit 1)



Take center stage as our premier sponsor for the entire year. This includes sponsorship recognition at both the SML Songwriters Festival and the SML Wine Festival. Twice the exposure, twice the impact!

Includes:

- Year-round brand presence at both festivals
- Exclusive logo placement on banners—lakeside, roadside, and onsite—before and during both the SML Songwriters Festival and the main SML Wine Festival
- Logo on the SML Wine Festival general admission tickets
- Featured logo listing & link on both festival websites
- Recognition in digital, print, and on-site advertising
- Verbal mentions throughout both festivals
- 20 VIP SML Wine Festival tickets
- 20 SML Wine Festival etched glasses + 20 event T-shirts
- 14 VIP SML Songwriters Festival concert tickets + 6 event T-shirts

PLATINUM SPONSOR

\$7,500 (limit 2)



Stand out with prominent exposure across banners, signage, and promotional materials. As a Platinum Sponsor, your brand will be showcased and featured throughout the event.

Includes:

- Exclusive logo placement on banners—lakeside, roadside, and onsite—before and during the SML Wine Festival
- Featured logo listing & link on festival website
- Recognition in digital, print, and on-site advertising
- Verbal mentions during festival
- 10 VIP Wine Festival tickets + 10 General Admission tickets
- 20 etched wine glasses + 20 event T-shirts

**SML Wine Festival VIP tickets are good for one day only. You may choose which day you would like to attend.*

*** The SML Songwriters VIP event passes include admission to 4 days of music and entertainment beginning with a kick-off party on Thursday, June 19th. The event culminates on Sunday, June 22nd with a full day of performances and entertainment at Mangos.*

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VIP LOUNGE SPONSORSHIP

\$5000 (limit 1)



Put your name on the most exclusive experience at the festival! The VIP Lounge offers a chic, shaded retreat where guests enjoy upscale catering, select wines, and a private view overlooking all of the festival activities. There is also access to private restroom facilities.

Includes:

- Brand name displayed at the VIP Lounge entrance
- Brand name printed on VIP tickets
- Promotional booth located inside the VIP Lounge
- Logo in press materials and on-site signage
- Featured logo listing & link on festival website
- Verbal mentions during festival
- 10 VIP Wine Festival Tickets
- 10 etched wine glasses + 10 event T-shirts

MAIN STAGE SPONSOR

\$4000 (limit 2)



Get the crowd's attention by owning the main attraction! Your brand will be front and center on our main stage where all performances take place.

Includes:

- Premium banner across the main stage
- Logo in press materials and on-site signage
- Featured logo listing & link on festival website
- Verbal mentions during festival
- 6 VIP Wine Festival tickets + 6 General Admission tickets
- 12 etched wine glasses

GOLD SPONSOR

\$3000 (limit 8)



Get the crowd's attention by owning the main attraction! Your brand will be front and center on our main stage where all performances take place.

Includes:

- Scaffold banner
- Logo in press materials and on-site signage
- Featured logo listing & link on festival website
- Verbal mentions during festival
- 10 General Admission tickets
- 10 etched wine glasses + 10 event T-shirts

SPONSORSHIP OPPORTUNITIES



T-SHIRT SPONSOR

\$3000 (limit 2)

Gain long-term brand exposure with your logo on the sleeve of every official event T-shirt—worn by attendees throughout the festival and well beyond.

Includes:

- *Logo on the sleeve of event T-shirts*
- *Logo listing & link on festival website*
- *On-site signage with logo*
- *Verbal mentions during festival*
- *2 General Admission tickets*
- *2 etched wine glasses + 2 event T-shirts*

SILVER SPONSOR

\$1500



An excellent opportunity to get involved and show your support—while showcasing your brand to thousands of enthusiastic festival-goers

Includes:

- *Signage provided by the sponsor*
- *Logo listing & link on festival website*
- *Verbal mentions during festival*
- *4 General Admission tickets*
- *4 etched wine glasses + 4 event T-shirt*

BRONZE SPONSOR

\$1000



A great way to enhance brand visibility and recognition

Includes:

- *Signage provided by the sponsor*
- *Logo listing & link on festival website*
- *2 General Admission tickets*
- *2 etched wine glasses + 2 event T-shirts*

SPONSORSHIP OPPORTUNITIES



SPONSORSHIP FORM

Sponsorship Level:

Company Name:

Contact:

Phone:

Email:

Address:

City:

State:

Zip:

SMITH MOUNTAIN LAKE WINE FESTIVAL

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