



Uncle **G**iuseppe's  
MARKETPLACE  
SAN GENNARO  
**WINE**  
 **FOOD**  
FESTIVAL

October 11, 2025 | CHS Amphitheater | A Taste of Italy Under the Stars

## Event Overview

Celebrate Italian-American heritage with over 1,500 food & wine lovers at the inaugural San Gennaro Wine & Food Festival. Guests will enjoy unlimited tastings from the region's top Italian restaurants, wineries, and dessert artisans while live music and cultural activities set the stage for an unforgettable evening.



### Highlights Include:

- ◆ 30+ Italian food vendors
- ◆ 20+ wine, beer, and spirits stations
- ◆ VIP tent experience
- ◆ Bocce ball & trivia games
- ◆ Live entertainment
- ◆ Cannoli eating contest



## Audience & Reach

### Demographics:

Affluent Long Island & Hamptons audience  
Food & wine lovers, ages 30-65  
Professionals, business owners, lifestyle seekers



**Projected Attendance:** 1,500+

**Social Media Reach:** 100,000+ impressions

**Email List:** 85,000+ subscribers

**Partners:** JVC Media, Optimum, Newsday,  
Taste Long Island Events, Foodie influencer  
network



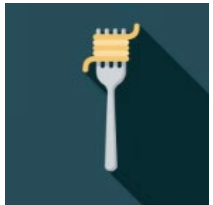
# Sponsorship



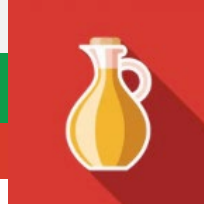
## Uncle Giuseppe's Presenting Sponsorship (Secured)



- ◆ Naming rights across all marketing
- ◆ Custom branded activation footprint (20x30 ft)
- ◆ Chef demos, tastings, product giveaways
- ◆ Store cross-promotions & QR integration
- ◆ VIP gift bag exclusives
- ◆ Premier logo placement in all event collateral



## Available Sponsorships



### 1. VIP Lounge Sponsor – \$10,000

- ◆ Naming rights to VIP Tent
- ◆ On-site signage, digital branding, 10 VIP tickets

### 2. Wine Pavilion Sponsor – \$7,500

- ◆ Co-branded wine stations
- ◆ Logo on signage, website, social media mentions

### 3. Entertainment Sponsor – \$5,000

- ◆ Branded stage signage
- ◆ Sponsor callouts from MC
- ◆ 6 tickets included

### 4. Activity Zone Sponsor – \$3,000

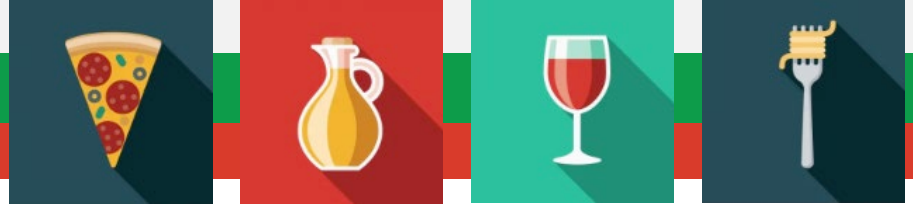
- ◆ Naming rights to activity area
- ◆ Logo on custom bocce signage and trivia banners

### 5. Product Inclusion Sponsor – \$1,000

- ◆ Insert promo product or flyer in 500+ gift bags
- ◆ Name/logo on bag insert card



## Media & Promotion Plan



### Digital:

Instagram Reels, paid ads, countdowns, and polls  
Influencer marketing & geo-targeted Facebook Ads

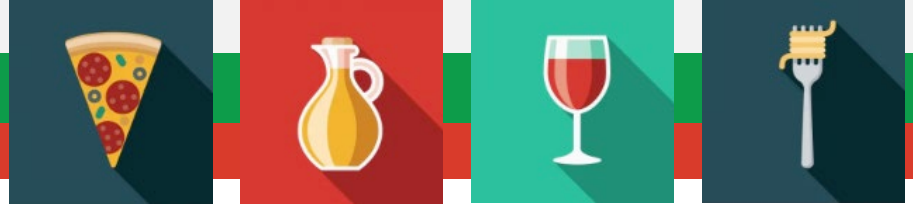
### Traditional:

JVC Media Stations  
Newsday coverage  
Local radio promotion  
Uncle Giuseppe's in-store posters, table talkers

### Event Branding:

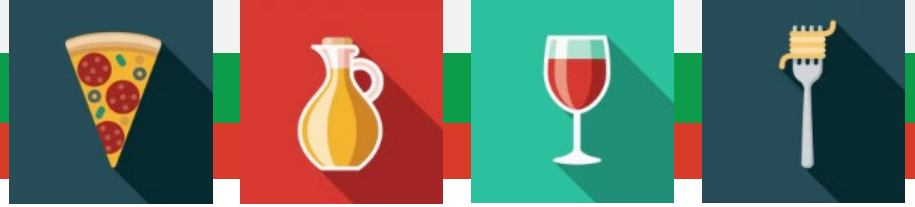
Event signage, tasting station cards, staff t-shirts,  
wristbands, step & repeat backdrop

## Why Sponsor This Event?



- ◆ Direct access to engaged, high-spending attendees
- ◆ Powerful in-store & online integration with Uncle Giuseppe's
- ◆ Premium brand exposure across print, digital & on-site
- ◆ Social & earned media buzz through lifestyle coverage
- ◆ **Lasting Impression:**  
From wine tastings to games of bocce, your brand becomes part of the experience.

## Contact Us



taste  
**LONG ISLAND**  
events

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President, Taste Long Island Events

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