



## **Benefits for Wine Vendors**

On March 10, 2017, the annual Synovus Toast of the Town event will celebrate its eighth year in Columbus, GA. The “Toast” is known as one of the premier events in Columbus. Let’s face it – who doesn’t enjoy great food, beer, wine and spirits!

As a participating Wine Vendor, you have the opportunity to showcase and promote your products in a unique way during one night to 1,000 event guests. In addition, your participation helps the community by supporting the Columbus Symphony Orchestra.

**Your participation at the 2017 Synovus Toast of the Town includes the following:**

- There is no booth-rental fee for this event
- The event will promote your wines through pre-event advertising
- The event will promote your wines through social media
- Participating vendors will be given a storefront 2017 Synovus Toast of the Town window sticker – “Participating Vendor” to tie-in the pre-event advertising and social media blasts
- Promotional opportunities through the event’s website and social media
- Access to 1,000 guests during the night of the event - to showcase your product and market your brand through décor displayed at the event
- The event will promote your product through post-event advertising
- Access to event guest data throughout the year

**As a participating Wine Vendor, the event will provide the following:**

- One (1) eight-foot table with cloth for presentation
- Two (2) Vendor Passes per table
- Water pitcher and discard bucket
- Trash can
- Wine glasses and paper napkins
- Vendor signage (but feel free to bring your own too!)

We recognize that the event will only remain a success if our vendors continue to provide an exceptional product and display. If there is something additional that you need to better promote and showcase your product, please let us know. Our goal is for this event to be a positive experience for everyone!