



# MidAtlantic Dreamin'

2023 Prospectus

# Location & Date

## City Winery - Philadelphia

 990 Filbert St, Philadelphia, PA 19107

DIRECTIONS (per venue website)

City Winery Philadelphia is about half a mile from City Hall Station that includes access to both the Broad Street Line and the Market/Frankford Line trains. Additionally, we are within walking distance from Jefferson Station Regional Rail, which connects directly to the Pennsylvania Convention Center and the PATCO Speedline.

Parking garage is located across the street.

Via Subway: Take the Market-Frankford Line (Blue) to the 11th Street subway stop.

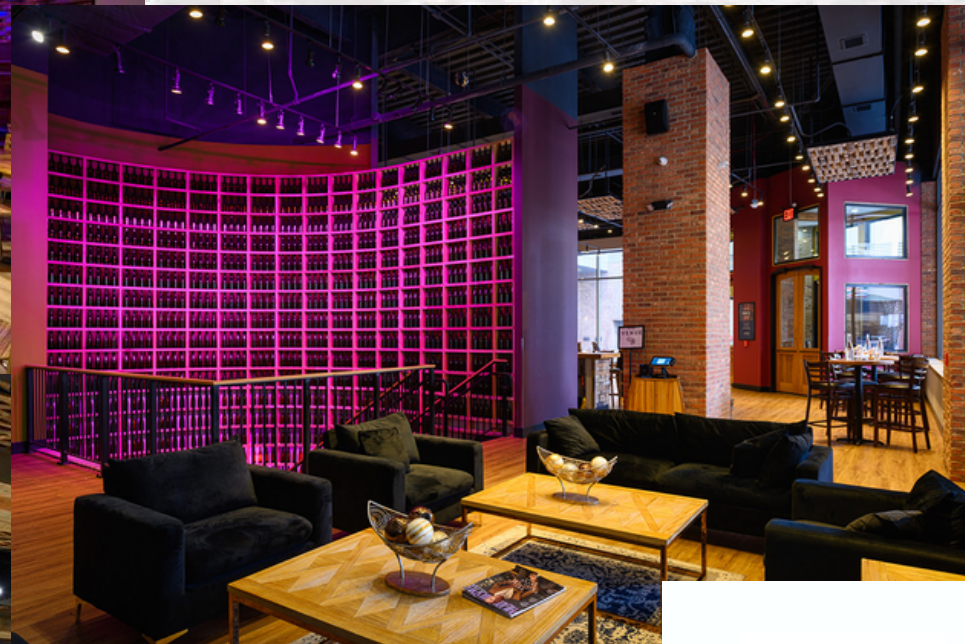


## May 8th from 8:15a to 6p

Vendors will be able to enter for set up at 7:30 am



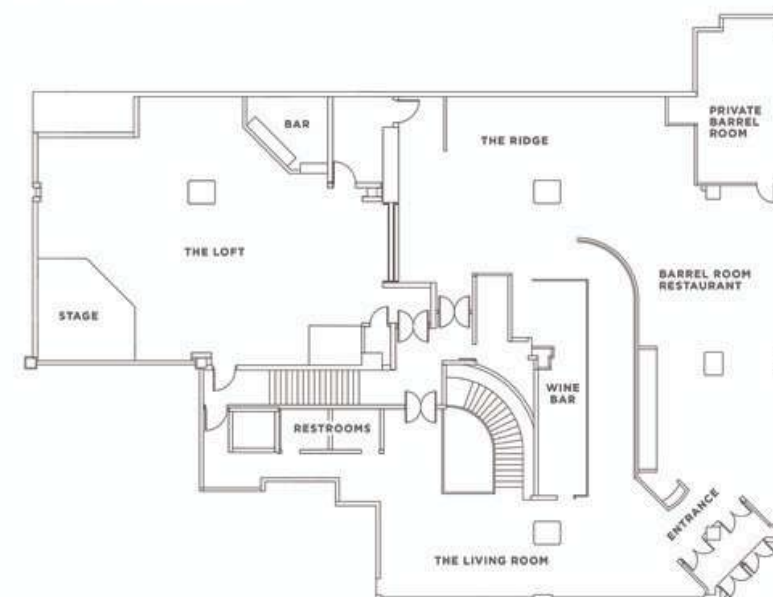
# Venue Pictures



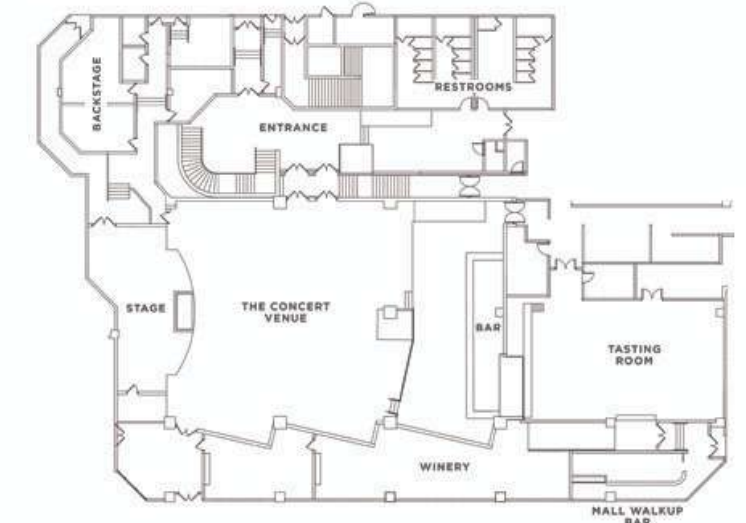
For more information about the venue, click on this link below:



GROUND LEVEL



CONCOURSE LEVEL





# Every Sponsorship Tier will:

- **Be provided a 6ft table for vendor section setup**
- **Will be able to hand out whatever company swag or snacks they want, at their vendor table**
- **Be able to participate in a 5-minute Spotlight Jam, first come first pick**
  - (6) slots during breakfast and
  - (6) slots during lunch
- **Will need to provide their own table cloth for the 6ft table, can include the company name & logo**
- **Will not be able to use additional signage other than what can fit onto their table top, unless they're utilizing one of the Á La Carte options that provides this benefit**



## Platinum (Quantity: 2)

Pricing: \$7,500

- **Benefits:**

- **Breakfast or Lunch sponsorship**
- **Main or Loft room sponsorship**
- **Best foot traffic position, 1st tier of Trail Quest**
- **Top Social Media, Website and Signage Promotion**
- **3 Event Passes provided**

## Gold (Quantity: 5)

Pricing: \$5,500

- **Benefits:**

- **2nd tier foot traffic position, 2nd tier of Trail Quest**
- **2nd tier Social Media, Website and Signage Promotion**
- **2 Event Passes provided**

Quantity Now: 4

## Silver (Quantity: 5)

Pricing: \$4,000

- **Benefits:**

- **3rd tier foot traffic position, 3rd tier of Trail Quest**
- **3rd tier Social Media, Website & Signage Promotion**
- **2 Event Passes provided**

Quantity Now: 3



# À La Carte

Swag Sponsor: \$4,500



- **Co-branding for the bags.**
  - **Event holder will produce the bags. Vendor will provide their Company Name and/or Logo.**
  - **Any other company branded swag the Vendor would like to provide in the bags can be discussed**
  - **Bill will be provided to vendor.**
- **With this sponsorship additional swag will be purchased for the Events Trail Quest.**
  - **A thank you will be given during the opening and closing sessions in the theater.**
- **Signage Promotion in the Patio Section.**
  - **There are tables and seating, within the enclosed shrubbery section, when people look for an alternative to eating inside**
  - **This is where those attending the event can go out for a bit of fresh air**
  - **Signage Promotion**
- **1 Event Pass provided**



# 20-Seat Meeting Room: 1 hour slot \$700



- We are offering this room with a 20-seat conference table with a tv screen for vendors use for more in depth presentations.
- Will be provided an easel, for additional signage, if needed
- Prominent Signage Promotion, and the entrance of the Room and in the Room
- We are offering this space as 1 hour time slots.
- *If a vendor wanted to buy out half of the day or all the hours of the day for the room, we can certainly entertain that!*
- *An additional pass, for the event, will be provided for a half day*
- *or, 2 additional passes for the entire event*



# Bar Locations/ Beverage Spotlights:

\$500 per section

- There are 3 bar locations:
  - The Main Dining Room Bar (*Street Level*)
  - The Theater Room Bar (*Main Stage*)
  - The Loft (*corner spot*), with the second stage
- Can place company swag at and branded cups at station(s), (*sponsor to provide, if desired*)
- Signage Promotion
- Offering these high traffic Spotlight sections separately.
- *If a vendor wanted to utilize two or all three spots for the day, we will go over the details with you, additional Event pass provided*



# Happy Hour: \$5,000

- Host the Happy hour and keep this party going!
- Signage Promotion
- Will be provided an easel, for additional signage, if needed
- 1 Event Pass provided

# Reception Desk: \$3,000

- Cover the cost of the lanyards, co-branded with company name/ logo & event name/ logo
- Cover the cost for the event pass
- Event will produce & provide the lanyards and event passes
- Signage Promotion
- 1 Event Pass provided



# ~~Tasting Room Spotlight: \$2,000~~

- This is the 3rd presentation room with a projector that will be utilized for a 3rd track
- The Vendor with this sponsorship will not share any promotion with other vendors within this room
- Signage Promotion for the section, using the same guidelines as the Platinum room sponsorship



## Ohana Section Spotlight: \$3,000

- This is where community networking sessions will be held
- It is an additional seating area with tables and chairs, when the sessions are not being held
- It's positioned between the entrance to the Loft room and the Main Dining room's buffet section
- Signage Promotion
- 1 Event Pass Provided





# MidAtlanticDreamin'

 No More Opportunities Available

 Some Opportunities Available

	Platinum (\$7,500)	Gold (\$5,500)	Silver (\$4,000)	Happy Hour (\$5,000)	Swag Sponsor (\$4,500)	Ohana Section Spotlight (\$3,000)	Reception Desk (\$3,000)	Tasting Room (\$2,000)	Bar Location (\$1,500)	Meeting Room 1 hour slot \$700
Number Offered		 4	 3	1	1	1				5*
Location or Meal Sponsor	Breakfast OR Lunch, Main OR Loft			Happy Hour	Branding on the Bag	Speed Networking/ Career Section	Lanyards	Tasting Room - 3rd Track	Main Dining Room - Loft - Downstairs	Private Barrel Room
Vendor Table	Yes Best Foot Traffic	Yes	Yes							
Swag Giveaway	Yes	Yes	Yes		Yes				On Bars	
Spotlight Jam	Yes	Yes	Yes							
Event Passes	3	2	2	1	1	1	1			See below
Signage Promotion	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Social Media	Top Placement	2nd Tier Placement	3rd Tier Placement	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Trail Quest	1st Tier Placement	2nd Tier Placement	3rd Tier Placement							

All Sponsors will have their logos placed on the website

Spotlight Jam - First Come, First Pick at Slots - 5-minutes each, 6 during Breakfast and 6 during Dinner.

\*Vendors can purchase ½ day or full day rental of this room for private use - includes event space



We look forward to you joining us  
at the event!  
See you there!

Contact information:

**Alex Sutherland & Elizabeth Bochanski at**  
**[sponsorships@midatlanticdreamin.com](mailto:sponsorships@midatlanticdreamin.com)**

Event Sponsor Management Company Contact:

Details will be provided, during onboarding



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