

Good morning

We are reaching out on behalf of BayHaven Food & Wine Festival, a 501c3 event created by restaurateur Subrina Collier and her husband chef Greg Collier, a four-time James Beard nominee.. The couple are co-founders of BayHaven Restaurant Group which includes Leah & Louise, Uptown Yolk and more concepts launching soon.

The mission of the BayHaven Food & Wine Festival has always been economic empowerment and community development through the culinary industry. The festival was founded in 2021, and we continue to push that momentum forward by creating an event dedicated to celebrating and creating space for one of the most underrepresented communities in the culinary industry: black chefs and beverage makers.

The inaugural festival received the Destination Impact Award from the Charlotte Regional Visitors Authority, and was named best food festival by Queen City Nerve in 2021 and 2022. The rest of the country is taking notice, too, as BFWF has been featured in Bon Appétit, Sweet July, Garden & Gun, Food & Wine Magazine and Good Morning America.

The BayHaven Food & Wine Festival is historic on many levels, including creating a structure that is built around mentorship and access, as professional chefs (many James Beard nominees and winners, and veterans of the Food Network and “Top Chef”) work during the festival alongside students from Johnson and Wales University and Livingstone College.

Corporate sponsorship partners have included Sysco, US Foods, Equitable, Wells Fargo, Truist, McBride Sisters Wines, Maker’s Mark, Tito’s Vodka, and a plethora of other major brands. For the third annual festival — scheduled for Oct. 4-8 on the westside of Charlotte, NC — we anticipate more than 4,000 attendees. The event lineup is still being finalized, but plans are in place for a Community Feast, an inclusive collaborative celebration with inclusive ticketing, the BayHaven Food & Wine Symposium, curated dining experiences, gala and the wildly popular Tasting Tents.

Please consider the attached sponsorship packet – we’d love to partner with you and make the third installment of the BayHaven Food & Wine Festival the most successful yet. We thank you for your consideration and hope to hear from you soon.

Many thanks,

Subrina Collier
BFWF Founder & BayHaven Restaurant Group
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 **Wild & Free 2023** 

Event Schedule + Sponsorship Opportunities for
2023

Wednesday, October 4

"It's a Family Affair Community Feast" – Opening

Dinner A&P Building
6:30p-9:30p

Thursday, October 5

"Make Food, Not War" – Midday symposium
and wine
lunch

9:00a-1:00p
Johnson & Wales University, 801 W. Trade St.

"Carolina Dreamin Dinner" -Carolina Chefs Dinner
6:30p-9:30p
Uptown Yolk

"Natural High Dinner w/Mocktails"
Community Matters Cafe
6:30p-9:30p

Friday, October 6

"Up in Smoke" Pig Pickin and Oyster Roast
12:00p-3p
Location TBD

"Mother Earth"– All Ladies Chef Dinner
6:30p-9:30p
Tavern

Friday, October 6 (Continued)

"Sippie and Trippie"- Wine Tasting and Art Event

- Sip and Paint
- Sip and Print (screen printing)
- Sip and Shoot (photography class)
- Sip and Tag (graffiti)

6:30p-8:30p Gantt Museum (bites and sweets)

Saturday, October 7

"Everybody Is A Star" – Tasting tent event

11:00a-3:00p

TBD (West End)

"A Vibe Called BayHaven" Food Truck Event & Skate Party- in collaboration with the Applesauce Group

2p-5pm AP Building

"LOVE, FEAST, & SOUL Gala" -Formal Seated Dinner at Embassy Suites and After Party Mixer

Cocktails: 6:30p-7:30p

Dinner: 7:30p-9:30p

Mixer 10:30p-1a

Sunday, October 8

"Boogie Down Brunch and Day Party"

Embassy Suites

12:00p-4:00p

Food Stations and Cocktails



LOVE TITLE SPONSORSHIP: \$85,000

- (6) Community Feast Tickets and 3 minute speaking slot
- (4) Midday Symposium Tickets
- (6) Tasting Tent Tickets and 3 minute speaking slot
- (4) Gala Tickets and 2 minute speaking slot
- (4) Mixer Tickets

Premier logo placement on promotion, signage at dinners, Tasting Tent, social media, press & website promotion

A designated space or table for promotion or activation at multiple events

Competitor Exclusivity

Potential additional and custom branding opportunities*

PEACE SPONSORSHIP: \$60,000

- (4) Community Feast Tickets and 2 minute speaking slot
- (4) Tasting Tent Tickets
- (4) Gala Tickets and 2 minute speaking slot
- (4) Mixer Tickets

Logo placement at Tasting Tents, multiple event signage opportunities, social media and website

A designated space or table for promotion or activations at multiple events

Potential additional branding opportunities at specific events*

SOUL SPONSORSHIP: \$30,000

(2) Community Feast Tickets

(4) Tasting Tent Tickets

(2) Gala Tickets

(2) Mixer Tickets

Logo placement website, social media platforms, specified events

A designated space or table for promotion or activation at select events

Potential additional branding opportunities at specific events*

FLOWER CHILD SPONSOR: \$15,000

(4) Tasting Tent Tickets

(2) Gala Tickets

(2) Mixer Tickets

Logo placement at Tasting Tents, social media and website, a designated space or table for promotion or activation at tents. An opportunity to sponsor 1 specific event.

GROOVY SPONSORSHIP : \$5,000+ or In Kind Equivalent

(2) Tasting Tent Tickets

(2) Gala Tickets

Logo placement at tents, social media, and website,