

ABOUT THE EVENT

HallowBrew & Vine



Fall Festival | First-Year Event with Annual Growth Potential

HallowBrew & Vine is an immersive, full-day downtown tasting festival bringing beer, wine, and spirits to Main Street in a fun, festive atmosphere. Guests travel storefront to storefront sampling wines from local wineries, while beer, bourbon, and spirits lovers gather at the Chamber for cornhole, football, and a laid-back hangout vibe. The event also features a KidZone, live music at The Commons, a curated boutique vendor village, a blow-out bar, charcuterie and flower-arranging classes, and more—making it a true something-for-everyone experience. This inaugural event is designed to grow into a signature annual festival with strong sponsorship visibility.



SPONSORSHIP PACKAGES

PLATINUM

- Presented by title recognition
- Top/XL logo on printed materials
- Featured Press Release Spotlight
- Dedicated social media post
- Featured in DDW Newsletter
- Added to our HallowBrew and Vine Partner list located on the DDW website
- Onstage acknowledgement throughout event
- Opportunity to host branded activity booth at event
- VIP tasting passes for 10 guests
- FREE annual sponsorship to Discover Downtown Washington

\$5,000

GOLD

- Logo placement on print materials
- VIP tasting passes for 5 guests
- On stage acknowledgement at start and end of event
- Dedicated social media post
- Added to our HallowBrew & Vine Partner list located on the DDW website

\$3,000

SILVER

- Logo placement on event page and social media mention
- VIP tasting passes for 2 guests
- On stage mention during event
- Added to our HallowBrew & Vine Partner list located on the DDW website

\$1,000

