

STATE FAIR  
OF  
TEXAS



**SHARE YOUR WINE AT THE STATE FAIR**  
SEPTEMBER 28 - OCTOBER 22 • FAIR PARK IN DALLAS

## JOIN US THIS FALL IN THE STATE FAIR WINE GARDEN

Each year, more than 2.2 million visitors come to the State Fair of Texas to enjoy all things Texan in Dallas. Of those attendees, more than 10% visit the State Fair Wine Garden to experience the taste & flavor of Lone Star wine. Join us at the 2018 State Fair & present your crafted wines in an experience unlike any other in the state.

**TWO WAYS TO PARTICIPATE.** The State Fair & the Texas Department of Agriculture provide two opportunities for your winery to participate in the Wine Garden. First, wineries can register for dates to conduct traditional tasting experiences in our newly renovated wine garden. Second, through a new program developed in 2018, wineries can submit wines to be selected & showcased through the **GO TEXAN Blue Ribbon Wine Selection Program**. Register your winery for either or both programs today at [bigtex.com/wineprogram](http://bigtex.com/wineprogram).

## OPPORTUNITY NO. 1 STATE FAIR OF TEXAS WINE GARDEN TASTING EXPERIENCE

Each day of the Fair, there are four tasting stations - each one dedicated to a different Texas winery. Wineries are asked to have a representative onsite on their selected days to engage with the Fairgoers, answer questions about Texas wine, and showcase their featured wines. Wines will be sold in 1 ounce samples, by the glass and by the bottle.

Wineries can opt for one to three days at the Fair, provide onsite representative and must be able to provide up to four cases of product.

### VISIBILITY FOR THE WINERY:

- Included in joint announcement of the tasting program with the TDA via PR & social media channels in September.
- Complete listing of the Tasting Program schedule with links to each winery's website on the Wine Garden page on [bigtex.com](http://bigtex.com).
- Tasting Program line up featured in the Daily Schedule on the State Fair of Texas website.
- Blogs on the State Fair of Texas website showcasing wineries/wines in the tasting program during run of Fair with links to winery's website.
- Daily Twitter campaign showcasing the wineries/wines in the tasting program during run of Fair with social tagging of wineries.
- Weekly Facebook/Instagram campaign on "Wine Wednesdays" showcasing the tasting experience with social tagging of wineries.
- Tasting program schedule on signage & table tents within the State Fair Wine Garden.



## OPPORTUNITY N<sup>o</sup>. 2 PARTICIPATE IN THE NEW GO TEXAN BLUE RIBBON WINE SELECTION PROGRAM

Texas wineries have a second opportunity to be showcased in the State Fair Wine Garden. **New to the Fair's wine-focused initiatives, wineries can submit bottles for consideration in the GO TEXAN Blue Ribbon Wine Selection Program.**

A tasting station dedicated to the new program will showcase 13 Texas wines during the 24 days of the Fair. The concessions operator for the Wine Garden will purchase the needed inventory to provide paid tastings each day from the selected wineries at standard wholesale pricing. Additionally, the concessions staff will execute the pouring of the program. Wines will be sold in two ounce samples, by the glass & by the bottle.

Only 13 wines each year will be designated with the **GO TEXAN Blue Ribbon Wine Selection**. Wine submissions will be judged in a blind tasting format by a panel of sommeliers from the Texas Wine Journal, the signature program of the Texas Wine Advocates, a 501©(3) organization that promotes the unique expression of Texas Wines.

**To participate, Texas wineries must register for the program on the SFT website and comply with the following requirements:**

- A winery may enter up to five wines for consideration;
- Wines submitted for consideration must be able to provide the concessions operator with four cases for purchase;
- Wineries must provide two bottles of each wine submitted for consideration;
- If the winery is a GO TEXAN member their submission(s) will automatically be entered in the Best of GO TEXAN opportunity, unless noted otherwise.

### VISIBILITY FOR THE WINERY:

- Included in joint announcement of the tasting program with the TDA via PR & social media channels in September.
- Showcase of the GO TEXAN Blue Ribbon Wine selections (including picture of bottles) on the Wine Garden page on [bigtex.com](http://bigtex.com)
- Feature of the GO TEXAN Blue Ribbon Wine selections in one State Fair of Texas email guide – distribution of 300,000 emails.
- Photo inclusion and website link in blog posts for the State Fair Wine Garden on [bigtex.com](http://bigtex.com) showcasing Tasting Program
- Weekly Twitter campaign showcasing the GO TEXAN Blue Ribbon Wine selections during run of Fair with social tagging of wineries.
- Weekly Facebook/Instagram campaign on “Wine Wednesdays” showcasing the tasting experience with social tagging of wineries.
- Tasting program schedule on signage & table tents within the State Fair Wine Garden.



REGISTER YOUR WINERY FOR TASTINGS & THE NEW  
GOTEXAN BLUE RIBBON WINE TASTING EXPERIENCE AT

**BIGTEX.COM/WINEPROGRAM**

