

STATE FAIR
OF
TEXAS®



SHARE YOUR WINE AT THE STATE FAIR
SEPTEMBER 28 - OCTOBER 21 • FAIR PARK IN DALLAS

JOIN US THIS FALL IN THE STATE FAIR WINE GARDEN

Each year, millions of visitors come to the State Fair of Texas to enjoy all things Texan in Dallas. Of those attendees, more than 10 percent visit the State Fair Wine Garden to experience the taste and flavor of Lone Star wine. Join us at the 2018 State Fair to 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 State Fair 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 and showcased through the **GO TEXAN Blue Ribbon Wine Selection Program**. Register your winery for both programs today at 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 fluid ounce samples, by the glass and by the bottle.

Wineries can opt for one to three days at the Fair and must provide an onsite representative each day, in addition to providing up to four cases of product.

VISIBILITY FOR THE WINERY:

- Inclusion in announcement of the program with the Fair and Texas Department of Agriculture via PR and social media channels in September.
- Complete listing of the tasting experience schedule with links to each winery's website on the Wine Garden page on BigTex.com.
- Tasting experience lineup featured in the Daily Schedule on BigTex.com.
- Blogs on the Fair's website showcasing wineries and wines in the tasting experience during run of Fair with links to each winery's website.
- Daily Twitter campaign showcasing the wineries and wines in the tasting experience during run of Fair with social tagging of wineries.
- Weekly Facebook and Instagram campaign on "Wine Wednesdays" showcasing the tasting experience with social tagging of wineries.
- Tasting experience schedule on physical signage and table tents inside the State Fair Wine Garden.



OPPORTUNITY N^o. 2 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 offerings, 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 throughout the 24 days of the Fair. The concessions operator for the State Fair 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 1 fluid ounce samples, by the glass, and by the bottle.

Only 13 wines 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(C)(3) organization that promotes the unique expression of Texas Wines.

To participate, Texas wineries must register for the program on BigTex.com and comply with the following requirements:

- A winery may enter up to five wines for consideration;
- Wineries that enter must be able to provide the concessions operator with four cases of their submitted wine for purchase;
- Each wine submission must include two bottles of the wine;
- 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:

- Inclusion in announcement of the program with the Fair and Texas Department of Agriculture via PR and social media channels in September.
- Showcase of the GO TEXAN Blue Ribbon Wine selections (including picture of bottles) on the State Fair Wine Garden page on 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.
- Weekly Twitter campaign showcasing the GO TEXAN Blue Ribbon Wine selections during run of Fair with social tagging of wineries.
- Weekly Facebook and Instagram campaign on "Wine Wednesdays" showcasing the wines with social tagging of wineries.
- Program schedule on physical signage and table tents inside the State Fair Wine Garden.



REGISTER YOUR WINERY FOR TASTINGS & THE NEW
GOTEXAN BLUE RIBBON WINE SELECTION PROGRAM AT

BIGTEX.COM/WINEPROGRAM

