



3122 Nealy Way, Ste 203 | Longview, TX 75605 | 903-230-8001 | www.etxalz.org

May 10, 2023

2023-2024
Board of Directors

Dear Community Partner and Friend,

Dr. Jenn Smith,
President

Everyone has noticed, there have been a few changes over the past couple of years: NEW NAME and NEW SEASON, but we want to assure you that our NEW NAME, NEW SEASON is the SAME MEANING. The change has been to grow and enhance the event along with our community. This has always been a special event in our town, and it is exciting to help continue that tradition.

Steve Jones,
Vice President

The ETAA Board of Directors and I invite you to join with us to support local services for caregivers and families at the **6th Annual Barrels & Brews Festival benefiting the East Texas Alzheimer's Alliance** (ETAA) at the Longview Arboretum on October 7, 2023, for a one-of-a-kind celebration of wine, art, music, and food. Breweries and wineries from across the state of Texas and the Southwest will showcase their exceptional barrels and brews. The Barrels & Brews Festival will target a highly affluent audience of brews, wines, and artisan enthusiasts. Numerous merchants and local businesses will give visitors an opportunity to purchase their arts, crafts, and gourmet treats at their best, all from one location.

Breneda Mathis,
Treasurer

Beth Hawthorn,
Secretary

Beth Godsey,
Executive Director

In 2022, we had over 1,500 attendees and have been selected one of the **Best Area Events by Locals Love Us** for three years and we anticipate an even larger crowd in 2023! We believe our attendees are consumers your company would benefit from marketing activity.

Staci Aldredge

Cammie Camp

D'Ahn Fowler

Sponsorship benefits include front row access to what will be Longview's most exclusive event including involvement in pre-event marketing, an on-site presence during the event, as well as complimentary admission and VIP access for your guests. **The best part is that 100% of our proceeds will be used LOCALLY for the East Texas Alzheimer's Alliance caregiver resources, respite program, and Hope & Help Day Club.**

Chris Hall

Julia Love

Meredith May

ETAA is a non-profit organization dedicated to assisting the 8,000 local families in East Texas living with Alzheimer's Disease or other dementias. We are a local resource for families needing caregiver support or institutional respite care. Your generous support has enabled ETAA to provide over 4,000 hours of respite care to local families and caregivers. We continued our Hope & Help Hour in 2022 providing valuable resources and education to both personal and professional caregivers. We began our Hope & Help Day Club in August 2022 offering 4 hours of FREE respite each week to caregivers by providing a safe, loving environment for their loved ones on Thursdays from 10AM-2PM at Moberly Baptist Church. We currently have 21 dementia friends attending this program. We have partnered with Gregg County Sheriff's Office and Longview Police Department, Harrison County, Marion County, Upshur County, Panola County, and Rusk County in bringing Project Lifesaver to our area. To date, we have provided over 60 families peace of mind that their wandering loved ones can be found quickly by use of the radio ID bracelet we implement for them. Please check out our resources and local community impact at www.etxalz.org.

Angela McCasland

Chris Parker

Dr. James Sawyer

Dustin Shirley

Fletcher Wright

We hope you will join us by becoming a partner in our 6th Annual Barrels & Brews Festival.

Gratefully,


Dr. Jim Sawyer,
2023 Barrels & Brews Sponsor Chair

https://www.news-journal.com/news/local/photos-east-texas-alzheimer-s-alliance-s-longview-wine-festival/article_8c9425f8-4cdf-11ed-b3f7-1307c56e5c92.html

TOP STORY

PHOTOS: East Texas Alzheimer's Alliance's Longview Wine Festival

From staff reports

Oct 16, 2022

1 of 20



Winery representatives serve samples to guests at the East Texas Alzheimer's Alliance's fifth annual Longview Wine Festival Saturday at the Longview Arboretum and Nature Center. **See more photos on Page 3A.**

Les Hassell/News-Journal Photos

The East Texas Alzheimer's Alliance's fifth annual Longview Wine Festival was Saturday at the Longview Arboretum and Nature Center.

The annual event is the nonprofit organization's biggest fundraiser, and organizers previously said 100% of funds raised for the event stay in East Texas and helps the alliance maintain programs and provide resources to caregivers.

This is the second year the wine festival was held at the arboretum.

The Longview Wine Festival featured live music, arts and crafts vendors, food vendors and wineries from across Texas.

The event was free to attend, however, tickets were sold to enter the Wine Circle for tastings.

Bottles of wine also were offered for purchase from the individual wineries.

For information about services offered by the East Texas Alzheimer's Alliance, go to etxalz.org.



2023 Barrels & Brews Festival
Benefiting East Texas Alzheimer's Alliance
Saturday, October 7 | Noon to 5 | The Longview Arboretum
Sponsorship Agreement

All Sponsorships Come with Premium Sponsor Parking & Access to Our Hospitality Tent with Food/Snacks Throughout the Day

Barrels & Brews HOST Sponsor | \$20,000 | (ONE AVAIL)

Presenting Sponsor and Host of the 6th Annual Barrels & Brews Festival - October 7, 2023

Pre-event visibility w/Top Level logo on all advertising and promotional materials including advertising, event poster, social media, and other print materials.

Logo/Name Printed on 2023 Barrels & Brews Festival Signature Wine and/or Brew Glass

Exclusive Private Tent for Seating Adjacent for 40 to Sponsor Hospitality Tent w/Company Signage

Proud Sponsor Signage at Place of Business

Cabernet Sponsor | \$10,000 | (TWO AVAIL)

Exclusive Private Tent for Seating for 30 Adjacent to Hospitality Tent w/Company Signage

Top Level Recognition: Name/Logo on all Promotional Materials, Website, and Social Media

Signage at Event with Company Logo | Proud Sponsor Signage at Place of Business

Merlot Sponsor | \$5,000

Private Tent for Seating for 24 Adjacent to Hospitality Tent w/Company Signage

Prominent Recognition on Website and Social Media | Proud Sponsor Signage at Place of Business

Vendor Booth at Event Inside the Brew/Wine Circle Upon Request

Pinot Noir Sponsor | \$2,500

Wine/Beer Garden Entry for 12 | Recognition on Website and Social Media | Event Signage with Company Logo

Vendor Booth at Event Inside the Brew/Wine Circle Upon Request | Proud Sponsor Signage at Place of Business

Chardonnay Sponsor | \$1,000

Wine/Beer Garden Entry for 8

Recognition on Website and Social Media

Event Signage with Company Logo

Proud Sponsor Signage at Place of Business

Blush Sponsor | \$500

Wine/Beer Garden Entry for 4

Recognition on Website and Social Media

Proud Sponsor Signage at Place of Business

Sponsor Name to Be Displayed: _____ Contact Name: _____

Mailing Address: _____ Email Address: _____

Phone Number: _____ Check for \$ _____ Enclosed

Please invoice me during the month of _____ I do not wish to be acknowledged _____

Credit Card Payment:

Name on Card: _____ Card #: _____

Expiration: ____/____ Security Code: _____ Zip Code: _____

Please make check payable and return to:



East Texas Alzheimer's Alliance
3122 Nealy Way, Ste 203
Longview, TX 75605
903.230.8001 office phone/fax
longviewwinefest@etxalz.org



VENDORS

RESTROOMS

FOOD TRUCKS



REGISTRATION



SPONSOR HOSPITALITY TENT

GENERAL SEATING

WINERIES & BREWERIES

LIVE BAND

OCT 7, 2023
MAUDE COBB PARKING LOT
& LONGVIEW ARBORETUM

BARRELS & BREWS
GENERAL SEATING
OUTSIDE WINE/BEER
GARDEN

WINE / BEER
GARDEN ENTRANCE
CHECK-IN

VENDOR/
VOLUNTEER
HOSPITALITY
TENT

FOOD TRUCK ALLEY

10 09 08 07 06 05 04 03 02 01

VENDOR BOOTHS

11 12 13 14 15 16 17 18 19 20 21

VENDOR BOOTHS

32 31 30 29 28 27 26 25 24 23 22

VENDOR BOOTHS

54 53 52 51 50 49 48 47 46 45 44

VENDOR BOOTHS

75 74 73 72 71 70 69 68 67 66

RESTROOMS

KIDS ACTIVITIES

SPONSOR PARKING

SPONSOR PARKING

