



2025 WINE WALK SPONSORSHIP FORM

Why Sponsor the Wine Walk?

Now in its **third year**, the **Christmas in Minden Wine Walk** has become one of our community's most anticipated holiday traditions! Each Christmas in Minden weekend, hundreds of guests stroll through **historic downtown Minden**, enjoying wine tastings, local shopping, and the festive atmosphere that makes our town shine.

Attendance has grown each year, and we're expecting to **sell over 350 tickets in 2025!** Sponsorship is a great way to connect your business with a fun, high-energy crowd, boost your visibility during the holiday season, and show your support for our vibrant downtown and local merchants.

Join us in spreading holiday cheer—your partnership helps make this magical evening possible!

OFFICIAL WINE GLASS SPONSOR: *Thank you Minden Family Dental & Minden Foundation!*

- Logo prominently featured on wine glasses, maps, and event signage
- Recognition on all advertising and social media promotions

WINE WALK SWAG BAG SPONSOR: *Thank you, The Mosaic Company!*

- Logo printed on reusable swag bag used by all participants
- Option to include branded promo items (brochures, coupons, keychains, etc.)
- Social media recognition

ENTERTAINMENT SPONSOR: **\$500**

- Logo or business name featured on signage near performers
- Recognition on all advertising and social media promotions

PHOTO STOP SPONSOR: *Thank you, Purvéy Minden!*

- Branded selfie station on sidewalk along the route
- Logo on photo tags and tags used in social media posts

WINE GLASS CHARM SPONSOR: *Thank you, Orleans on Main Bistreaux & Kyle Towns Services, LLC!*

- Logo or business name featured on the wine glass charms given to every participant
- Your brand "travel" with attendees throughout the Wine Walk as they visit each stop

DATE: 2nd Weekend in December – December 12, 2025

PROJECTED ATTENDANCE: 1,000+ (for all Friday events)

DOWNTOWN MINDEN

SPONSORSHIP DEADLINE: NOVEMBER 13, 2025

**THANK YOU SO MUCH FOR YOUR SUPPORT
OF THIS COMMUNITY EVENT!**

SPONSORSHIP SELECTION

NAME/TITLE

COMPANY

SIGNATURE / DATE

CHAMBER REPRESENTATIVE / DATE



For more information,
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