



23rd Annual Decatur Wine Festival

Saturday, November 8, 2025

12:30 until 4:30 PM

Downtown Decatur, GA

- Attendance:** The festival is limited to 2,500 total attendees. Nearly every year, presale tickets sell out before the event.
- Placer.ai Data:** In 2023, 47.4% of attendees were associated with a household income over \$100,000. 45.4% of attendees were identified as White and 34.8% as Black. 39.2% reported living in a 1-person household and 30.2% were a 2-person household.
- Online Reach:** Decatur Arts Alliance promotes the Decatur Wine Festival via the nonprofit's website, the City of Decatur's print and digital magazine, online event promotion websites, and social media (including Facebook and Instagram). The Decatur Wine Festival's dedicated Facebook account has 3.6k followers. 80% of the page's followers are women. 33% of followers are within the 45-54 age bracket and 27% are in the 35-44 range. 28% of followers are from Atlanta, 7.8% are from Decatur, and the remaining are from the greater Atlanta area.
- Tickets:** Available while supplies last online through [Freshtix.com](https://www.freshtix.com).
\$50 "Early Bird" August 29 - September 12, 2025
\$60 "General Admission" September 13 - November 7, 2025
\$70 "Day-of" available online until noon, then cash-only on-site

Presented by: The festival is produced by the Decatur Arts Alliance, a nonprofit that connects local artists, residents, businesses, government, and tourists to increase arts access and engagement in Decatur, Georgia. The Decatur Wine Festival is the organization's primary fundraising event, and is presented in partnership with Decatur Package Store. All proceeds fund year-round accessible art experiences, including public art programs, exhibitions, the Decatur Arts Festival, and community classes, among other projects.

Event Information: Offering around 350 varieties of wine from across the world every year, as well as a selection of ciders and non-alcoholic wines, the Decatur Wine Festival has become a community staple as one of the largest outdoor wine festivals in the Atlanta metro area. Attendees receive a customized tasting glass to use during the event and have access to unique food trucks with a wide selection of offerings. A live DJ keeps the festival atmosphere lively and the "Wine Wall" gives attendees the opportunity to win a bottle of wine worth up to \$100 dollars with each token purchased. Photo opp areas and select local artists ensure the event is memorable and "Insta-worthy!"

By becoming a sponsor, you can connect your brand with established professionals from the Metro-Atlanta area who have expendable income and love cultural events and fun experiences!



Sponsorship Opportunities

****Please note:** DAA does not provide a pop up tent, but will supply 1 table and 2 chairs per 10x10 booth space. Sponsors should supply their own table coverings.

Wine Wall Sponsor \$5,000

- Your team will engage with festival attendees at the Wine Wall, with logistical support from DAA staff/volunteers. The Wine Wall is an incredible opportunity to interact with the public and typically sells out within the first 1-2 hours of the festival.
- DAA will provide a tent for the Wine Wall, but you may use your own if you prefer.
- DAA will provide sealable bags for the Wine Wall bottles with your company name or logo.
- Your company name or logo will be featured on the sponsor banner at the event.
- Your company name or logo will be included on the event webpage and all written promotional materials.
- Your company social media account will be tagged in all social media posts regarding the event.
- You will be featured in a “thank you” post on social media featuring event sponsors.
- You will receive 20 tickets to the festival.

Presenting Sponsor \$3,000

- You'll have a reserved 10x10 space for distributing marketing materials or products during the festival. (You may provide a 10x10 tent and any additional tables/chairs.)
- Your company name or logo will be featured on the sponsor banner at the event.
- Your company name or logo will be included on the event webpage and all written promotional materials.
- Your company social media account will be tagged in all social media posts regarding the event.
- You will be featured in a “thank you” post on social media featuring event sponsors.
- You will receive 10 tickets to the festival.

Gold Sponsor \$2,000

- You'll have a reserved 10x10 space for distributing marketing materials or products during the festival. (You may provide a 10x10 tent and any additional tables/chairs.)
- Your company name or logo will be featured on the sponsor banner at the event.
- Your company name or logo will be included on the event webpage and all written promotional materials.
- Your company social media account will be tagged in all social media posts regarding the event.
- You will be featured in a "thank you" post on social media featuring event sponsors.
- You will receive 8 tickets to the festival.

Bronze Sponsor \$1000

- You'll have a reserved 10x10 space for distributing marketing materials or products during the festival. (You may provide a 10x10 tent and any additional tables/chairs.)
- Your company name or logo will be featured on the sponsor banner at the event.
- Your company name or logo will be included on the event webpage and all written promotional materials.
- Your company social media account will be tagged in all social media posts regarding the event.
- You will be featured in a "thank you" post on social media featuring event sponsors.
- You will receive 6 tickets to the festival.

Community Partner \$500

- Your company name or logo will be featured on the sponsor banner at the event.
- Your company name or logo will be included on the event webpage and all written promotional materials.
- Your company social media account will be tagged in all social media posts regarding the event.
- You will be featured in a "thank you" post on social media featuring event sponsors.
- You will receive 2 tickets to the event.

Please feel free to reach out to discuss these sponsorship levels. Sponsor benefits can be negotiated to fit the individual needs of your business.

Deadlines:

Sponsorship payment and logos should be received by the Decatur Arts Alliance no later than October 1, 2025 for inclusion in online and print materials. Please contact Angie Macon for further information at (404) 371-9583 or admin@decaturartsalliance.org.