



13th ANNUAL

Wine
about
Winter



**2026 SPONSORSHIP
PACKAGE**

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ABOUT THE EVENT

The Wine About Winter tasting stroll was started in 2013 by Downtown Salisbury business owners and has grown significantly over the last 10 years. Bringing in over 2,000 visitors downtown, attendees can enjoy this event as a night out with friends and family, or make it a date night. Participants travel from business to business, sampling different wines from Rowan County's very own wineries, as well as wineries from around the world. There is a complimentary trolley service provided throughout the evening in the downtown district for easy accessibility to all locations, as well as snack stops at various shops.

Downtown Salisbury, Inc.'s purpose is to promote, enhance, and manage the development of the central business district in a manner that will make downtown the economic, governmental, social, and cultural center of Rowan County. Wine About Winter supports Downtown Salisbury, Inc.'s goal by showcasing downtown as a place for entertainment, to experience history and the arts, as well as a place to live and gather as a community. This annual event attracts visitors from not only Rowan County but from surrounding regions as well. It exposes event-goers to downtown shops, restaurants, and hidden gems that they might not otherwise know existed.



EVENT HIGHLIGHTS

Participation from over 50 shops, boutiques, bars and restaurants.

This event targets wine enthusiasts, millennials, friend groups, retirees, couples and families.

Over the past two years, there has been an increase in diversity within attendee demographics. More gender, age and group diversity has been recorded.

The event is also becoming more racially and culturally diverse.

The event is still predominantly attended by women.



WINE ABOUT WINTER SPONSORSHIP OPPORTUNITIES

5 to 9 p.m. - 1st Friday in February

Our signature wine-tasting event. Ticket holders visit participating businesses to shop and sip a variety of wines from Rowan County and beyond.

SPONSORSHIP BENEFITS

	Grand Cru 2 Available (\$16,000 value*) \$5,000	Premier Cru 3 Available (\$10,000 value*) \$3,500	Champagne 4 Available (\$3,500 value*) \$2,500	Burgundy 5 Available (\$2,500 value*) \$1,500	Rosé 6 Available (\$1,500 value*) \$750
PRE-EVENT RECOGNITION					
Social media promotion (Facebook, Instagram)	6	5	3	2	1
Logo on website event page with link back to your website	✓	✓	✓	✓	✓
Inclusion in press releases	✓	✓	✓	✓	✓
Recognition in newsletters & email blasts	✓	✓	✓	✓	✓
Opportunity to place information in goodie bags	✓	✓	✓	✓	✓
ON-SITE RECOGNITION					
Logo on select signage or event sponsor banner	✓	✓	✓	✓	✓
Opportunity to set up a booth space at the event	✓				
Logo on back of event item: T-shirt, tote, etc. (if ordered)	✓	✓	✓	✓	✓
Number of event items sponsor to receive (if ordered)	5	4	3	2	1
Sponsor recognition at events (via signage, DJ)	✓	✓	✓		
POST-EVENT RECOGNITION					
Outgoing press release	✓	✓	✓	✓	✓
"Thank You" email blast & newsletter	✓	✓	✓	✓	✓
Tax deductible	✓	✓	✓	✓	✓

*Value in advertising and promotions with the organization's brand.

Separate Sponsorship Packages Available For:

Annual Events



Downtown Salisbury hosts many annual events including: Ring in Spring, College Night Out, Buskers' Bash, Halloween FunFest, Small Business Saturday, and Holiday Night Out!

Separate Sponsorship Packages Available For:

Bell Tower BREWFEST



Noon to 6 p.m.
1st Saturday in October
Celebrate the art of craft beer at Bell Tower Green with tastings from across the state, including live music, food, games, vendors and more!



ABOUT US

Salisbury has a lengthy history of active involvement in downtown revitalization and the use of a Municipal Service District (MSD). In 1980, Salisbury was chosen as one of the four original “Main Street Cities” in North Carolina. In the early 1980s the Downtown MSD was established. Downtown Salisbury has been known as a nationally accredited Main Street Program for more than 45 years.

Main Street Communities use a comprehensive downtown revitalization process developed by the National Trust for Historic Preservation to encourage economic development within the context of historic preservation. The Downtown MSD currently contains over 25 blocks stretching from Jackson Street to Long Street and from Horah Street to Cemetery Street.

A MSD is a defined geographic area where property owners pay an additional tax to fund a variety of services that enhance, not replace, existing municipal services within the district’s boundaries. The first MSD was established in the French Quarter in New Orleans in the early 1970s. Since then, the use of this powerful urban development tool has spread steadily. The North Carolina Main Street program helps to lead a powerful grassroots network consisting of over 40 coordinating programs and over 1,200 neighborhoods and communities across the country.

Downtown Salisbury Inc. (DSI) is a 501c3 Non-Profit dedicated to the successful redevelopment of our downtown area. Downtown Salisbury is comprised of a diverse range of merchants, retailers, restaurants, and more. The common denominator for all is the dedication to the economic vitality and authentic promotion and growth of our area. Downtown Salisbury is funded by a combination of sources, including the MSD tax allocation from the City and generous sponsorships.

Downtown Salisbury is a vibrant cultural epicenter where culture and innovation converge, creating a thriving economy and welcoming hub of activity. This historic district connects residents and visitors through diverse experiences in arts, dining, shopping, events, and recreation, while preserving its small-town charm. By fostering a dynamic and supportive environment for entrepreneurs, investing in modern and sustainable living spaces, and celebrating our heritage, we are building a downtown that is a cherished destination for generations to come.



**SCAN THE QR CODE TO FILL
OUT THE APPLICATION.**

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