

PITCH DECK

13th ANNUAL LONG ISLAND
WINTERFEST



FEB. 7TH - MARCH 8TH, 2020



DISCOVER
LONG ISLAND
NEW YORK

Presented by
DISCOVER



Summer is for the Snowbirds

**ENJOY THE CULTURE OF
EASTERN LONG ISLAND.**

Meet The Farmers, the Bakers,
the Makers, the Performers, the Artists,
the Musicians and the Chefs.

LIWINTERFEST.COM

liwinterfest@gmail.com | 631.494.2978



FEBRUARY 7TH-MARCH 8TH, 2020

Five weeks of mid-winter music, wine, and performing arts festival, that takes place throughout Long Island's unique vineyard tasting rooms, legendary theatre's, breweries, hotels and other historic venues on the East End.

PLAY LIKE A LOCAL

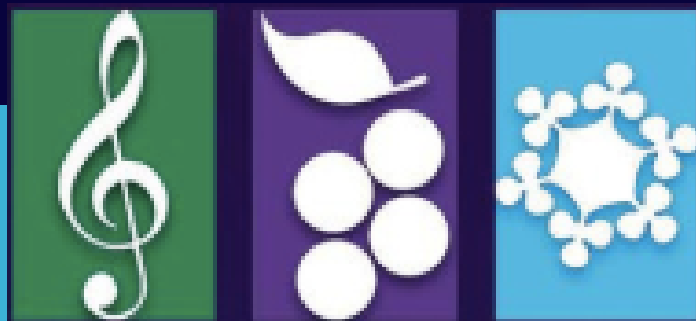
Meet the Farmers, the Bakers, the Makers, the Performers, the Artists, the Musicians and the Chefs without traffic or crowds. Sit by fireplaces sipping wine, enjoy winter sunsets and live entertainment across the North Fork and in the Hamptons.

LONG ISLAND WINTERFEST

IN IT'S 13TH ANNIVERSARY YEAR

ARTS • MUSIC • FOOD • WINE • CRAFT
BREWS • ENTERTAINMENT • AUTHENTIC
CULTURE

THE KICK OFF PARTY



FRIDAY, FEBRUARY 7TH, 2020 | 7PM-11PM

7-9pm Live music by Flamenco artist, Jonatthan Fritz

Red carpet entry with step and repeat

Tastings of food, wine, beer, and spirits

Local business vendors and goods on display and for purchase

Photo booth

Chinese auction

NEW FOR 2020 VIP LOUNGE

- **EXCLUSIVE FOOD
& BEVERAGE OPTIONS**
- **RESERVED SEATING AREA**
- **PRIVATE RESTROOM**

9pm Chinese Auction raffle drawing

9-11pm After Party DJ entertainment by ELI Entertainment

Cash bar

Two floors of entertainment, vendors and tastings at Hotel Indigo Long Island East End

1830 West Main Street Riverhead, NY 11901

631.369.2200

NEW FOR 2020...

THE 2020 VIP PASSPORT



This card entitles holder to special VIP offers provided by participating Winterfest partners. With purchase, user will receive a physical VIP Card and Card Holder Lanyard + badge tag that shows they are a part of the VIP Founders Club of 2020. Each year will issue a new badge tag with the year to make this a fun and collectible item



VIP PACKAGE

EXCLUSIVE DISCOUNTS ON

- ARTS & ENTERTAINMENT
- BREWERIES, DISTILLERIES & VINEYARDS
- DINING
- HOTELS, INNS AND B&B'S
- SHOPPING

+ GOODY BOX IN PARTNERSHIP WITH THE NORTH FORK BOX AND \$20 RESTAURANT GIFT CARD (FIRST 150 PURCHASED)

OFFERS VALID 2/7/2020-3/8/2020

<https://liwinterfest.com/vip>

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631-494-2978



MUSIC

**OVER 30 LIVE
MUSIC EVENTS
15 PLACES TO DANCE**

CHARACTER

**5 BREWERIES
6 VINEYARDS
6 PLACES TO EAT**

ADVENTURE

**3 ARTS CENTERS
MORE THAN 30 VENUES
OVER 100 EVENTS
10 PLACES TO STAY**

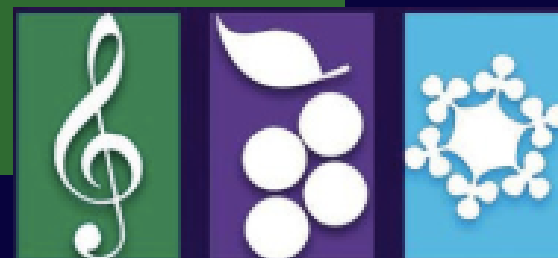
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presented by:



play like a local. liwinterfest.com

THEN AND NOW



13 YEARS OF LONG ISLAND CHARACTER

Now in its 13th year, LIWF has changed hands from East End Arts and Long Island Wine Council (founders of the event series in 2007) to being spearheaded by Main Street Agency; and passed through names, previously dubbed 'Jazz on the Vine' to 'Live on the Vine' to now 'Long Island Winterfest.' While the focus was initially on jazz music, LIWF has refined itself to include all music genres, arts and theater, food and beverage, hospitality, farms and nonprofits. A trailblazing project that crosses disciplines, LIWF was the 2012 recipient of the Arts Destination Marketing Award presented by the Arts and Destination Marketing Association International (DMAI). Though originating on the north fork, LIWF has expanded to the south fork with goals to continue west across Long Island, NY.

2020

2020 LIWF sponsors include: Discover the Hamptons, Discover Long Island, East Hampton Chamber of Commerce, Riverhead Chamber of Commerce, Main Street Agency, Riverhead Local and The Baker House.

WHAT TO LOOK FOR

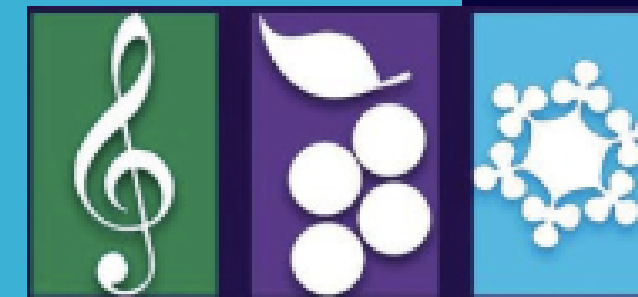
LONG ISLAND
WINTERFEST

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DISCOVER
THE
HAMPTONS
LONG ISLAND, NEW YORK

13th ANNUAL
Kick Off Party!
Friday, Feb 7, 7-10 PM
HOTEL INDIGO, RIVERHEAD

Early Bird Tickets through January 15- \$40
After January 15 - \$55 | At the Door - \$65

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COME PLAY
LIKE A LOCAL

5 WEEKS OF SPECIAL EVENTS
Feb 7 - March 8, 2020

CHECK OUT
LIWINTERFEST.COM
FOR SCHEDULES AND DISCOUNTS

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5 WEEKS OF SPECIAL EVENTS
Feb 7 - March 8, 2020

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**GET YOUR
VIP PASSPORT TODAY!**
Save Hundreds of Dollars
During Winterfest.
Access to discounts at breweries,
vineyards, restaurants, lodging,
shopping, activities and more

LIWINTERFEST.COM/VIP

LONG ISLAND
WINTERFEST

VIP
2020
Passport

LIWINTERFEST.COM

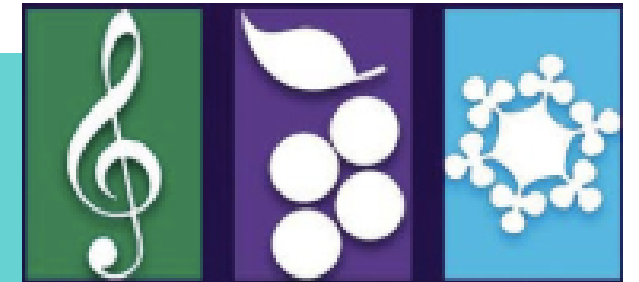
GLENN O. VICKERS II, PRESIDENT & CEO OF DISCOVER THE HAMPTONS

“Shoulder season tourism will always be a critical need for the entire South Fork. Strategically collaborating with the 13th Annual Long Island Winterfest (which originated in the North Fork) has allowed us to pool our strengths to build upon the \$260,000 + economic impact of Long Island Winterfest from 2019. Both locals and visitors of the region are in store for some amazing experiences based around the taste, sounds and sights of The Hamptons this winter.” says Glenn O. Vickers II, President & CEO of Discover The Hamptons. “There are so many gems to experience in The Hamptons this time of year. Westhampton Village, Southampton Village and East Hampton Village to name a few are wonderful communities to experience and their local businesses provide world class shopping, dining and beautiful natural resources to match.”

DIANE TUCCI, LI WINTERFEST LEAD COORDINATOR

“From a commerce perspective, Winterfest has become an important economic driver to the East End during a season that is slower for most businesses,” Diane Tucci, Winterfest Lead Coordinator. “A measurable and growing impact has been made over the past twelve years with the generous support from our sponsors, allowing Winterfest to market and expand the east end economy through programming and outreach.”

WHO TO TALK TO



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CONTACT