



FORD & COMPANY  
MARKETING STRATEGY | MEDIA RELATIONS

## PR RECAP Wine & Food Week 2022

### Media Relations Activities:

- Announcement release developed and distributed to all media and calendar outlets March 2022
- 18 Reasons Not to Miss Wine & Food Week developed and distributed in April 2022
- Chef of Chefs announcement release distributed with photos night-of
- Press kit with releases; event line-up and photo gallery developed for distribution to media
- Ongoing pitches to key editors; assignment editors
- Influencer campaign organized with 10 lifestyle bloggers. All required to participate in a ticket giveaway as well as share content in relevant channels.
- Media alert distributed week prior to all media and daily during week-of
- Coordination and media relations assistance with two launch events
- Coordination with partners like Woodlands CVB
- Developed in-kind media partnerships with:
  - Houston Chronicle
  - KSTAR Radio
  - I Heart Radio

### Coverage generated:

Coverage (often multiple pieces) received by all lifestyle and entertainment magazines, dailies, and online websites as well as major broadcast media including:

- Modern Luxury
- Paper City Magazine
- Houston City Book
- Houston Press
- 365 Things to do in Houston
- Houston Chronicle
- Conroe Courier
- Woodlands Online
- Hello Woodlands
- Community Impact
- The Paper
- Beyond the Gate Magazine (Carlton Woods)
- Culture Map
- Houston Food Finder
- Katy Times
- KRIV Fox 26
- KPRC Houston Life (NBC)
- Great Day Houston KHOU (CBS)

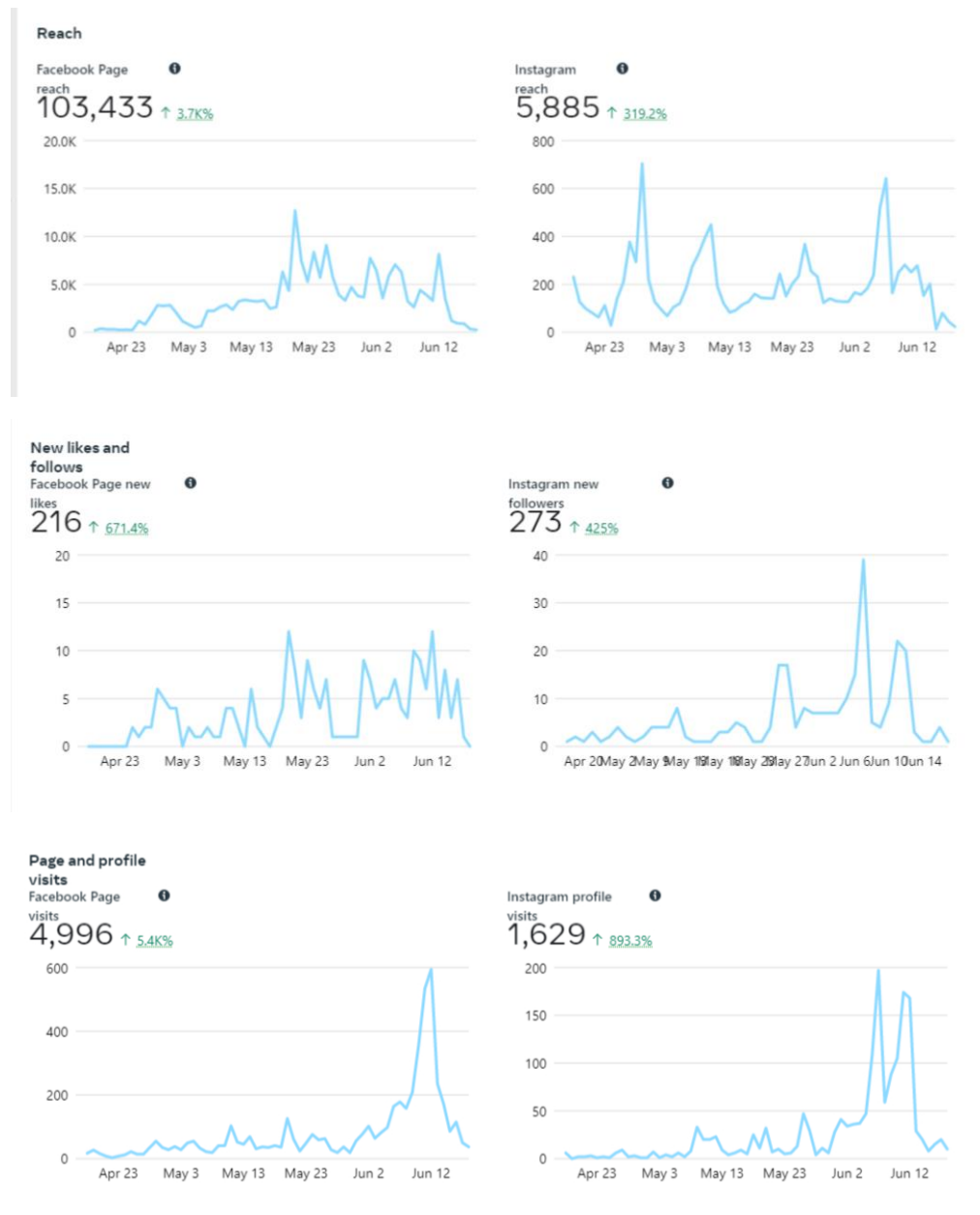
## Highlights:

- More than 60 print/digital/broadcast stories
  - 28 minutes of broadcast
  - 45+ minutes of digital video
  - Approximately 6,000,000 total impressions
  - Total earned media of \$300,000.00
  - Total in-kind media of \$43,320.00
- **TOTAL EARNED/IN-KIND MEDIA \$432,320**

## Social Media

Social media efforts focused on two main channels including Facebook and Instagram.

Generated an increase in reach; follows; and engagement across the board. 24% engagement in Facebook during last 28 days of campaign.



SAMPLE MEDIA COVERAGE:

The screenshot shows the top portion of a website article. The header includes the 'HELLO WOODLANDS' logo and navigation links for HOME, NEWS, CALENDAR, 31 THINGS TO DO, ABOUT, and SUBSCRIBE. The article title is 'Wine & Food Week returns to The Woodlands June 6-12 with New Event Lineup'. Below the title is the author 'By Debra Ford | April 19, 2022' and social sharing buttons for Facebook, Twitter, Pinterest, and a general share icon, along with a '0 COMMENTS' indicator. The main text begins with 'HOUSTON, TX – The beloved week-long Wine & Food Week returns June 6-12 with an entirely new event lineup to celebrate 18 years of all things wine and food. Featuring hundreds of wines, scores of celebrity guests, and a list of fresh culinary faces, get ready to raise a glass to one of the best wine and food events in the region. This is a celebration 18 years in the making, and for wine and food lovers, an event not to be missed.' Below the text is a photograph of four people smiling and holding wine glasses at an event. To the right of the article are three advertisements: one for 'The John Cooper School' with a 'DISCOVER' graphic, one for 'PARAGON Independent Insurance Agencies, Inc.' featuring 'Randy Lovelace' and 'Business Non-Profits Home and Auto Insurance', and one for 'KEEP YOU MOVING without joint pain'.

Hello Woodlands, April 19, 2022

<https://hellowoodlands.com/wine-food-week-returns-to-the-woodlands-june-6-12-with-new-event-lineup/>

The screenshot shows the top portion of a website article. The title is 'Wine & Food Week returns to The Woodlands June 6 -12 New Event Line-up, Celebrity Chefs, and an Impressive List of Wines'. Below the title is the author 'By: Debra Ford | Published 04/19/2022' and social sharing icons for Facebook, Print, and Email. The main text is partially visible, starting with 'Wine & Food Week returns to The Woodlands June 6 -12 New Event Line-up, Celebrity Chefs, and an Impressive List of Wines'. Below the text is a photograph of a group of people, including men and women, smiling and holding wine glasses in a toast. To the right of the article is an advertisement for 'THE WOODLANDS AREA CHAMBER of COMMERCE'. The ad features a logo with a stylized 'W' and 'C' and text that reads 'One of the largest and most influential business associations in the Houston region. JOIN TODAY! www.woodlandschamber.org'. Below the ad is a 'FEATURED NEWS' section with a thumbnail for 'Historic California'.

Woodlands Online

<https://www.woodlandsonline.com/npps/story.cfm?nppage=72869>

Savings are in full bloom! Get 3 Months of Digital Access for Only \$1 **ACT NOW**

# Wine & Food Week returns to The Woodlands June 6-12

Ron Saikowski / Wine Walk  
April 21, 2022



## Conroe Courier

<https://www.yourconroenews.com/neighborhood/moco/events/article/Wine-Food-Week-returns-to-The-Woodlands-June-17116788.php>

**HELLO** Hello Woodlands  
2h · 🌐

Discover 18 reasons not to miss [Wine and Food Week](#), in The Woodlands June 6-12, 2022.  
<https://bit.ly/3yh5JZX>

HELLOWOODLANDS.COM  
**18 Reasons not to Miss Wine & Food Week - Hello Woodlands**  
HOUSTON, TX - For wine and food lovers, this is the not to be missed event. Celebrating 18 years, the event is back in full force June 6-12, 2022, featuring

👍❤️ You and 1 other      1 Comment

Love      Comment      Share

Write a comment...

**Wine and Food Week**  
We're so excited to be back! Hope to see everyone out for a great week of food and wine. And several new events in the line-up. Cheers.

Like Reply 1m

## Social feed Hello Woodlands





FOOD & CULTURE // RESTAURANTS & BARS

# Wine & Food Week returns to the Woodlands June 7-11

Greg Morago  
May 20, 2022



Ranked #1 in the nation for cancer care

BEST HOSPITALS  
US NEWS  
WORLDWIDE

BECOME A PATIENT

THE UNIVERSITY OF TEXAS  
MDAnderson  
Cancer Center

May 20 Greg Morago **Houston Chronicle**

<https://www.houstonchronicle.com/food-culture/restaurants-bars/article/Wine-Food-Week-returns-to-the-Woodlands-June-17186604.php#photo-22499890>

**HOUSTON INNOVATORS**  
podcast

powered by innovationmap

SUBSCRIBE NOW

Home » Events » Food + Drink

## Wine & Food Week



All events are subject to change due to weather or other concerns. Please check with the venue or organization to ensure an event is taking place as scheduled.

Wine & Food Week will feature an entirely new event line-up to celebrate 18 years of all things wine and food, featuring hundreds of wines, scores of celebrity guests, and a list of fresh culinary faces.

Brand new events include Rose' Way, A Sweet Soiree at The New Peach Orchard Venue, and For the Love of Texas, a celebration of big, bold flavors all Texans love. The ever-popular Ladies of the Vine luncheon, Tasting & Panel Discussion returns to The Club at Carlton Woods with its tasting panel and discussion. The week culminates with the grand dame - the elaborate Wine Rendezvous Grand Tasting & Chef Showcase at the The Woodlands Waterway



Photo courtesy of Woodlands Wine & Food Week

culturemap  
**TASTEMAKER**  
AWARDS

**WHO WILL BE CROWNED BEST NEW RESTAURANT?**

**YOU DECIDE.**

**VOTE NOW**

**WHO WILL BE CROWNED BEST NEW RESTAURANT?**

culturemap  
**TASTEMAKER**

Culture Map

<https://houston.culturemap.com/eventdetail/wine-food-week-2022/>



June 6-12, 2022 – **Wine and Food Week** – **Wine & Food Week 2022** returns to The Woodlands for a week-long multi-faceted extravaganza, reuniting scores of culinary talents and drawing avid foodies and wine enthusiasts from across the region. Rooted in a deep affection for all things wine and food, Wine & Food Week, under the direction of Food & Vine Time Productions, will once again raise a glass to master chefs, winemakers, educators and experts, hailing from Houston and across the globe. Experience national and international wines at wine tastings, Ladies of the Vine Tasting, Luncheon & Panel Discussion, new events like Grapes & Games, Wine Around the World Wednesday, Rose' Way: A Sweet Soiree, and For the Love of Texas, all culminating in an elaborate Wine Rendezvous Grand Tasting & Chef Showcase including the Bayway Cadillac Premium VIP Lounge. Learn more and purchase tickets at [WineandFoodWeek.com/events](https://WineandFoodWeek.com/events)



### Hello Woodlands Featured Events

<https://hellowoodlands.com/31-things-to-do-june-2022/>

**365 THINGS TO DO IN HOUSTON** EXPLORE CALENDAR PLACES EVENTS CONCERTS FOOD+DRINK ARTS KIDS WEEKEND

**CONTACT** Education Council), the afternoon of sake tasting will feature four different styles of sake with each paired with a snack, appetizer. Additionally, sake specialist Mark Bidgoli will lead an extra-special tasting of three sought-after sakes from Japan's Takachiyo 'Ten Chapter Series' Namazake. Tickets are \$75 per person, plus tax and gratuity and include the pairings, educational materials and a fun gift to take home. Tickets for the combination of both classes are \$115 per person, plus tax and gratuity. 6pm to 6:45pm.

- **Wine & Food Week in the Woodlands | Monday, June 6 to Sunday, June 12** – Celebrating 18 years of all things food and wine is the fan-favorite Wine & Food Week, which returns with an entirely new event lineup featuring hundreds of wines, scores of celebrity guests and a list of fresh culinary faces. New events include Rose' Way, A Sweet Soiree at The New Peach Orchard Venue, and For the Love of TEXAS, a celebration of big, bold flavors all Texans love, plus return events like the ever-popular Ladies of the Vine luncheon, Tasting & Panel Discussion at The Club at Carlton Woods and the elaborate Wine Rendezvous Grand Tasting & Chef Showcase at The Woodlands Waterway Marriott Ballroom. Ticket pricing varies by event. Times vary.

With member pricing

Book Now

With member p

Book Now

**MORE STORIES**

5 Must Do Things in Buffalo Bayou Park

Brooke Viggiano May 24, 2022

### Best Food Events in June

#### 365 Things to do in Houston, May 24, 2022

<https://365thingsinhouston.com/2022/05/23/top-11-food-drink-events-offerings-in-houston-this-month-june-2022/>



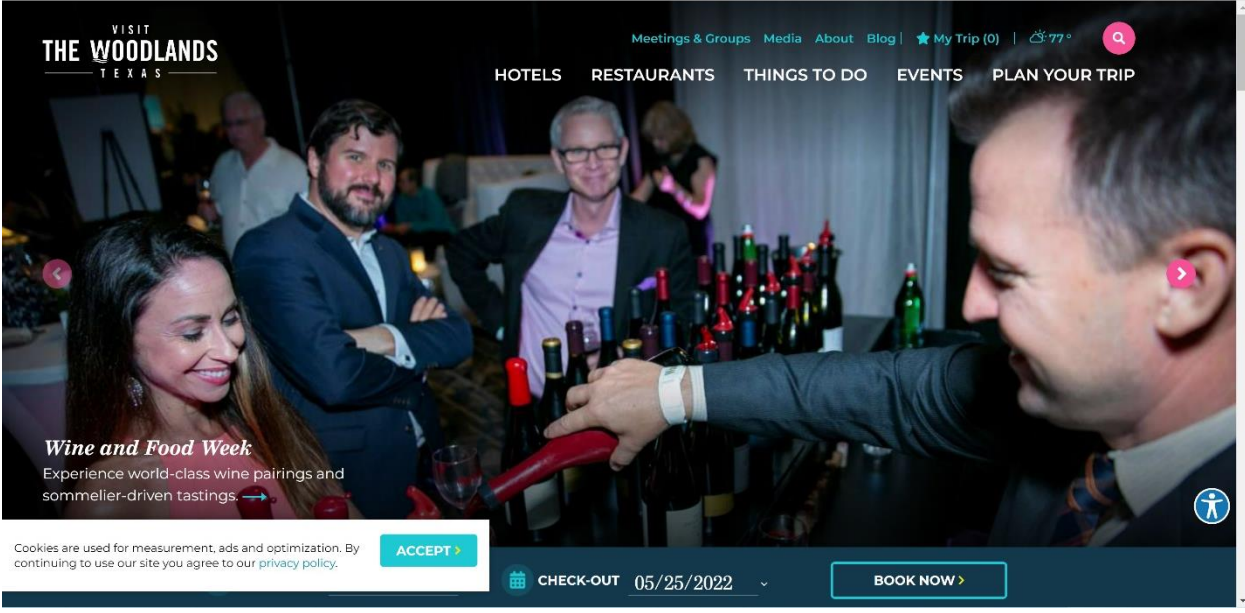
**IS LIBERTY IN AMERICA FACING NEW THREAT?**  
HELP US UNDERSTAND THE VIEWS OF MAINSTREAM AMERICANS ON THE CRITICAL ISSUE OF BIG TECH TODAY  
[TAKE THE SURVEY](#)

# Wine & Food Week

Presented by **H·E·B**

Wine & Food Week returns to The Woodlands June 6 -12

<https://hotinhoustonnow.com/2022/05/wine-food-week-returns-to-the-woodlands-june-6-12/>  
Hot in Houston Now



**VISIT THE WOODLANDS TEXAS**

Meetings & Groups Media About Blog | My Trip (0) | 77°

HOTELS RESTAURANTS THINGS TO DO EVENTS PLAN YOUR TRIP

### Wine and Food Week

Experience world-class wine pairings and sommelier-driven tastings. →

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CHECK-OUT 05/25/2022 [BOOK NOW >](#)

Visit Woodlands Homepage





CHANNEL QUICK JUMP

NEWS

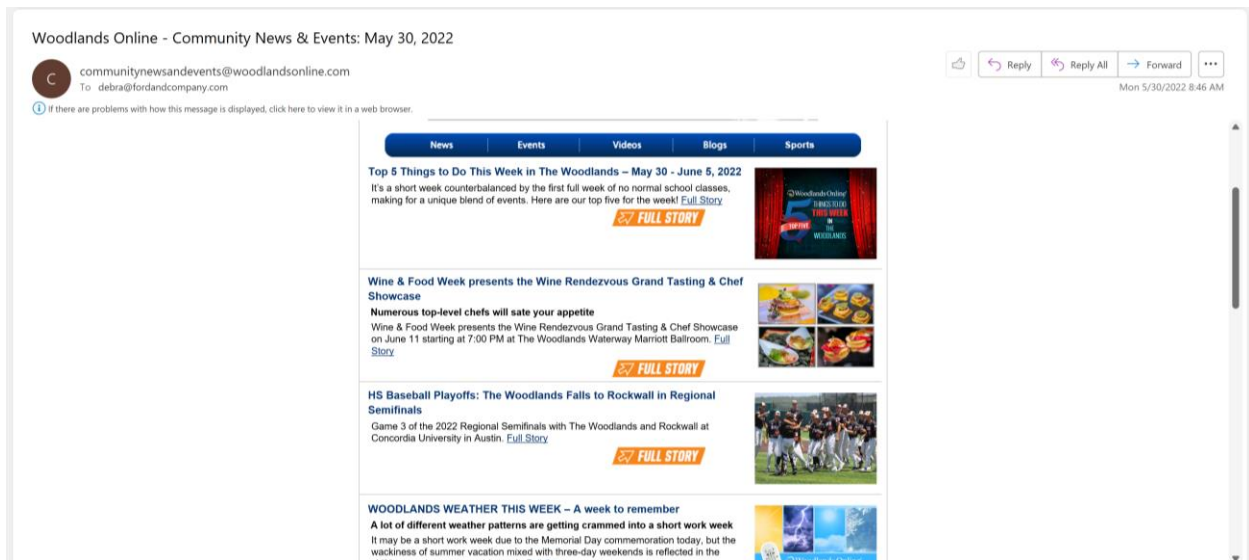


VIDEOS

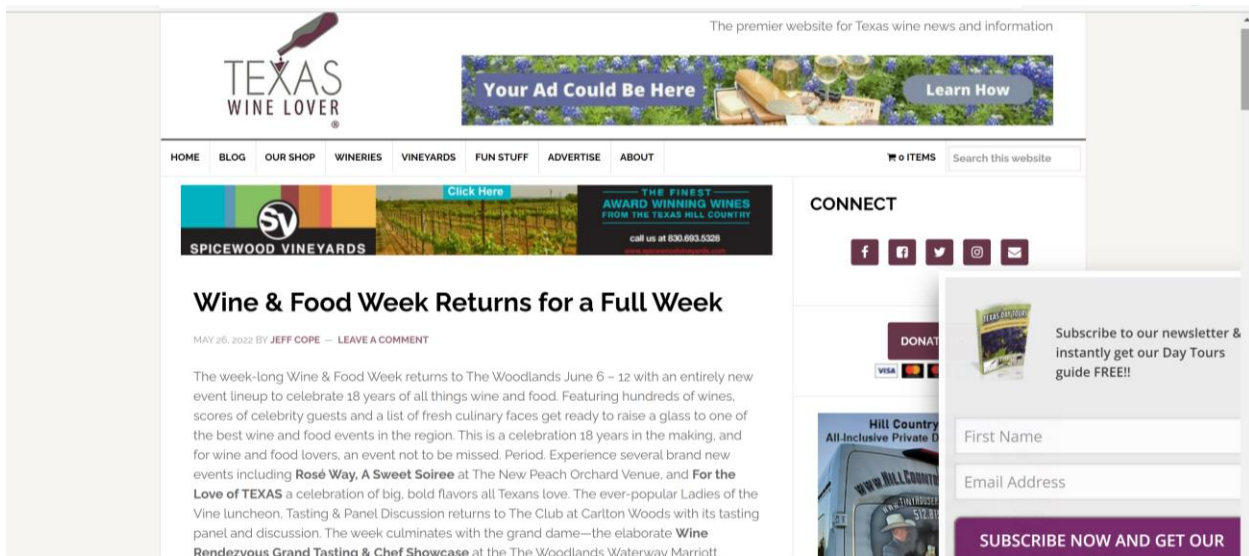


4-minute video on event featuring H-E-B wine steward

Featured on homepage **Woodlands Online**



Woodlands Online newsletter  
May 30, 2022



TX Wine Lover  
May 26, 2022

<https://txwinelover.com/2022/05/wine-food-week-returns-for-a-full-week/>

## WINE AND FOOD WEEK IS BACK!

5/23/2022 0 Comments



Wine lovers the wait is over! Celebrating its 18th year, Wine and Food Week returns to The Woodlands with a week of exciting events. Running from June 6 - 12, 2022, this food and wine extravaganza will feature events from informal to elegant. Enjoy new events like *Grapes & Games*, June 7 at The Woodlands Country Club or get dressed up for the elaborate *Wine Rendezvous Grand Tasting & Chef Showcase* on June 11 at the The Woodlands Waterway Marriott.



### ABOUT THE AUTHOR

I like eating, traveling, and enjoying liquid libations. I'm all about great wines, signature cocktails, and local brews.



### ARCHIVES

May 2022



### The Drunken Diva

<https://www.thedrunkendiva.com/blog/wine-and-food-week-is-back>

The screenshot shows a web browser displaying an article on the Houston Press website. The article title is "Things to Do: Upcoming Food and Drink Events in Houston This Summer 2022-13449936". The article text describes a sake tasting event and the Wine & Food Week. A sidebar on the right lists "LATEST STORIES" including "Weekend Best Bets: Brunch and Splash at Space Cowboy", "A Sneak Peek at Uchiko Houston", and "Michy's Chino Boricua Adds Chinese Puerto Rican Cuisine to Houston's Diverse Food Scene". A "SUPPORT US" button is visible at the top of the article content.

### Houston Press Best Food Events

[https://www.houstonpress.com/restaurants/things-to-do-upcoming-food-and-drink-events-in-houston-this-summer-2022-13449936?utm\\_source=Newsletters&utm\\_medium=email](https://www.houstonpress.com/restaurants/things-to-do-upcoming-food-and-drink-events-in-houston-this-summer-2022-13449936?utm_source=Newsletters&utm_medium=email)

Houston > The Woodlands > Arts & Entertainment

## Wine and Food Week set to return to The Woodlands June 6



The Health Museum  
2022  
Global Teen Summit  
on Climate Change  
The Health Museum, the heart of the museum district  
CLICK TO  
LEARN MORE! >

local  
JOURNALISM  
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MEMORIAL MONTH  
SAVINGS EVENT  
Financing options as low as  
4.99% APR

**CI** MORNING IMPACT

Wine & food Week  
Presented by H-E-B

JUNE 6 - 12, 2022  
Various Locations in The Woodlands



BUY  
TICKETS  
NOW

Good morning, The Woodlands!

Today's weather ☀️ High 90, Low 71

🗨️ Send us news tips, questions & comments

June 2, newsletter feature Community Impact



FOOD, HOUSTON, TRAVEL - MAY 19, 2019

## Houston Wine and Food Week

Houstonians! If you are looking for something fun to do with your significant other, family or friends in early June, Wine and Food Week is where you need to be! It is a week FULL of events for wine lovers and foodies happening in The Woodlands, TX from June 6-12.

Marcus and I attended a few of the Wine and Food Week events in 2019, and we had SUCH a fun time! We are thrilled it is back this year, and can't wait for TWO date nights in one week come beginning of June!




Hi, I'm Janelle. I'm a wife, mother of three and Houston-based lifestyle blogger. Read more about me and [janelleRendon.com](http://janelleRendon.com) here!

### Janelle Rendon blog post


NEWS
FOOD FINDS
BARS
HOUSTON FOOD EVENTS
CLASSIFIEDS
SHOP
ABOUT

### Wine & Food Week in The Woodlands Showcases Tastings, Top Restaurants & More



*Attendees at a prior The Grand Tasting event during Wine & Food Week in The Woodlands. Photo by The Knot Studio.*

### PREPARE TO LOVE IT



Visit Pearland  
VisitPearland.com


HILLSDALE COLLEGE

### IS LIBERTY IN AMERICA FACING NEW THREAT?

HELP US UNDERSTAND THE VIEWS OF MAINSTREAM AMERICANS ON THE CRITICAL ISSUE OF BIG TECH TODAY

TAKE THE SURVEY

**Wine & Food Week** is back in The Woodlands for its 18th year. The event series, which runs from June 6 to 12, includes a rosé and sweet wine soirée, a tasting dedicated to wines around the world, a culinary competition and more. In addition to all of the events scheduled, Wine & Food Week is also paying tribute to the late [Cleverley Stone](#) and inducting her into the organization's Hall of Fame. Stone's organization, [Houston Restaurant Weeks](#) (now overseen by her daughter, Katie) is one of Houston's most popular annual fundraisers for the Houston Food Bank.



*Pastry chef Jio Dingojan of forthcoming restaurant Money Cat. Courtesy photos.*

HILLSDALE COLLEGE

### IS LIBERTY IN AMERICA FACING NEW THREAT?

HELP US UNDERSTAND THE VIEWS OF MAINSTREAM AMERICANS ON THE CRITICAL ISSUE OF BIG TECH TODAY

TAKE THE SURVEY

LATEST FROM FACEBOOK

Follow Share You and 9.9K others are following this

### Houston Food Finder

**Houston Food Finder**

6 hours ago

As summer rolls in, so do the newest must-visit Houston dining destinations. Among this month's selections are a modern bistro run by siblings, a ramen shop helmed by one of the city's most prolific restaurateurs and an elegant spot for elevated Japanese cuisine. New contributor Justine Hernandez and Beth Levine (on hiatus) have the details.

### Houston Food Finder June 2





EXPLORE CALENDAR PLACES ▾ EVENTS CONCERTS FOOD+DRINK ARTS KIDS WEEKEND ▾ CONTACT

Home > Insights > Top Things This Week > Top 15 Festivals, Events & Things to Do This Week in Houston...

Insights Top Things This Week

# Top 15 Festivals, Events & Things to Do This Week in Houston: June 6 to June 12, 2022

By Gabi De la Rosa · Jun 5, 2022




## 365 Things to do

Your Weekend Planner, Rooftop Yoga & Bubbly, Free Country Concert & More | Wednesday, June 8, 2022


365 Things to Do in Houston <newsletters@365thingsinhouston.com>  
To: [debra@fordandcompany.com](mailto:debra@fordandcompany.com)

Reply Reply All Forward


Wed 6/8/2022 3:50 PM




**5th Annual Nosh Culinary Showcase in Downtown**



**David Lee Murphy & Texas Hill in Concert at Miller | FREE**



**Top Events & Things to Do This Week in Houston**



**Top Concerts & Live Shows This Week**

Featured in weekend eblast 365 Things to do in Houston

FW: Houston's New Party Headquarters is More Than a Store



debra@fordandcompany.com

To: Alley Leto; 'kellythomas@gmail.com'; 'Janelle Rendon'

Reply Reply All Forward

Wed 6/8/2022 5:43 AM

BY SHELBY HODGE

READ MORE



FOODIE EVENTS / RESTAURANTS

## Woodlands' Wine & Food Week Kicks Off With a Rocking Party and the Return of a Houston Favorite at B&B

Maeve Pesquera Brings the Glamour — and Some Serious Wines

BY SHELBY HODGE

READ MORE

PAPER CITY

FASHION

SOCIETY

RESTAURANTS

REAL ESTATE

CULTURE

HOME + DESIGN

EVENTS

HOUSTON



In 2016, the native Texan joined Daou Vineyards & Winery in Pasa Robles, California, and last summer was named senior vice president, strategy & business development. Thus, she helmed the launch party where Daou wines were showcased and will be on hand at Wine & Food Week events in The Woodlands throughout the week. On her dance card are Grapes and Games, Wine Around The World Wednesday, Rose' Way, A Sweet Soiree and The Wine Rendezvous Grand Tasting & Chef Showcase, to name a few.



AMANDA & RICH ANHORN  
713.256.5123  
GREENWOOD KING PROPERTIES

<https://www.papercitymag.com/restaurants/woodlands-wine-food-week-kickoff-party-bb-butchers-restaurant-houston/?city=Houston>



# The Woodlands' Wine & Food Week Is Returning With More Than 100 Chefs, Major Wines and New Events

A Foodie Dream Week Beckons

BY LAURANN CLARIDGE // 05.31.22

SAVE ARTICLE



### SPECIAL SERIES

Presented by Valobra Master Jewelers

## HOUSTON'S DIAMOND DUOS



This Houston Diamond Duo Brings High Style and Real Substance Together – From Vietnam to Houston With Love

READ FULL SERIES



This year, the late restaurant media maven, Cleverly Stone is being inducted into the Hall of Fame of the Wine and Food Week festival in The Woodlands. (Courtesy of Food & Vine Productions)

Some of the events this year include Rose' Way, A Sweet Soiree at the new Peach Orchard venue and For the Love of Texas, a celebration of the big, bold flavors Texans love. Think good barbecue, tangy Tex-Mex and cocktails under the stars.

The ever-popular Ladies of the Vine luncheon, tasting and panel discussion is also returning to The Club at Carlton Woods, promising a tasting panel and lively discussion.




Paper City May 31, 2022, Announce

<https://www.papercitymag.com/restaurants/woodlands-wine-food-week-returns-top-chefs-houston-beyond/#399229>



Time to sniff the rosés – Wine & Food Week kicks off at Butler House

By: Sean K. Thompson | Published 06/07/2022




Share Tweet LinkedIn view more photos

THE WOODLANDS, TX – Wine & Food Week, the annual Woodlands area event presented by Food & Vine Time Productions, kicked off Monday evening with a special wine-pairing event and social gathering at The Butler

RE-ELECT REPUBLICAN

Mark Keough  
County Judge  
MONTGOMERY COUNTY




An advocate for the people of Montgomery County

www.keough4texas.com

POL. ADV. PAID FOR BY MARK KEOUGH CAMPAIGN

FEATURED NEWS




28°C Mostly sunny 9:30 AM 6/9/2022

Woodlands Online Media Kick-off

<https://www.woodlandsonline.com/npps/story.cfm?nppage=73299>

Wine Walk: Wine & Food Week wraps up with Grand Tasting and Chef Showcase

Ron Saikowski / Wine Walk  
June 9, 2022



Disney  
THE LITTLE MERMAID  
IN CONCERT LIVE TO FILM  
JUNE 16  
HOUSTON SYMPHONY - FREE SEATING  
PAVILION

6:05:43:22  
Days Hours Mins. Secs.

A GREAT DEAL: 6 MONTHS FOR 99¢ ACT NOW

A BIG SALE. A GREAT DEAL. 6 months of Unlimited Digital Access for only 99¢ ACT NOW

Next Up: Willis man sentenced to 40 years in child abuse case

35°C Sunny 1:45 PM 6/10/2022

Conroe Courier—Ron Saikowski

June 7

<https://www.yourconroenews.com/neighborhood/moco/events/article/Wine-Walk-Wine-Food-Week-wraps-up-with-Grand-17230285.php>

# The 18th Annual Wine & Food Week concludes in splendid culinary fashion with The Wine Rendezvous Grand Tasting & Chef Showcase

By: Woodlands Online Staff | Published 06/12/2022



FEATURED NEWS



Woodlands Online

<https://www.woodlandsonline.com/npps/story.cfm?nppage=73324>

**HELLO WOODLANDS** HOME NEWS CALENDAR 31 THINGS TO DO ABOUT SUBSCRIBE

PHOTO CREDIT: ROD PRADO, HELLO WOODLANDS

**FOOD & DRINK**

## Wine & Food Week Awards \$5,000 to Chef Daisuke Igataki in 18th Annual Celebration

By Debra Ford | June 13, 2022

Advertisement

Advertisement

Advertisement

Hello Woodlands

<https://hellowoodlands.com/2022-wine-food-week-awards/>

# Arizona chef takes top honors in Woodlands Wine & Food Week's Chef Showcase

Sondra Hernandez, Staff writer  
June 16, 2022



Vacation Packing List


- Swimsuit
- Sunscreen
- Beach towels
- Travel insurance

## Houston Chronicle

<https://www.houstonchronicle.com/neighborhood/woodlands/news/article/Arizona-chef-takes-top-honors-in-Woodlands-Wine-17247084.php>


## Social Share Sample—too many to capture



Suggested for you

 **Tobiuo Sushi & Bar** · Follow  
June 3 at 4:04 PM

We are so excited to be a part of the big return of the Woodlands [Wine and Food Week](#) presented by [H-E-B](#) on June 11! It's been on hiatus for two years, and we're excited to help welcome them back alongside 30 other local chefs and restaurants. Big thanks to The Courier for helping us tell a little bit of our story in this awesome write up celebrating the big comeback event!

<https://www.yourconroenews.com/neighborhood/woodlands/news/article/More-than-30-chefs-to-spice-up-W...> See more



  4

1 Comment



## Broadcast Coverage

### **KPRC, Houston Life, June 1**

5-minute piece featuring Chef Ara and For the Love of Texas  
Value: \$6,000.00

### **KPRC, Houston Life June 3**

5-minute piece featuring Katie Stone  
Value: \$6,000.00

### **KHOU Great Day Houston**

June 7—live from The Peach Orchard Venue  
6-minutes  
Value: \$6,500.00

### **KRIV**

June 9

Featuring wines and HEB cheese with  
Jacob Fairchild, Winebow.  
3-minutes

### **KRIV**

June 10 Livestream with Lena and Sally  
MacDonald

### **KRIV**

June 11

Coverage from Grand Tasting toast  
3 minutes with Cleverley package

### **KRIV**

Livestream interview with Daou's Maeve  
Pesquera  
May

## TOTAL BROADCAST COVERAGE

28 MINUTES of coverage

**Approx. Ad Value: \$44,800**





## In-Kind MEDIA Partners

### IHeart Radio

- One-week broadcast :15 second spot
- One-week ticket giveaway Rose' Way: A Sweet Soiree
- Online ticket giveaway Grand Tasting
- Dana Tyson emcee/welcome Rose' Way: A Sweet Soiree

**Value: \$15,000.00**

### KSTAR Radio

#### KSTAR Country will provide:

- Twenty (20) :30 Spots to run May 29th- June 7th, promoting Wine and Food Week 2022. A promotional Value of \$1360
- A minimum of Twenty-Two (22) Mentions in Conjunction with the on-air giveaways, June 1st- June 9th. A promotional value of \$550.
- A minimum of Twenty (20) Mentions in Conjunction with the on-air giveaways, September 26th- October 6th. A promotional value of \$500.
- Logo on Home page of the K-Star Country website linked to Wine and Food Week 2022 website. A promotional Value of \$500.
- Social Media posts promoting to win tickets to 2022 Wine and Food Week Events. A promotional Value of \$500.

**Total Promotional Value = \$3410**

### Houston Chronicle

#### Print ads

- ½ page ads in PREVIEW May27; June 3
- Strip ads in Woodlands Villager May 29; June

#### ROS Digital

- 250,000 impressions

**Value: \$15,310.00**

### Modern Luxury

- Full page ad June

**Value: \$5,000.00**

### Woodlands Online

In-kind of \$2,000.00

### Community Impact

In-kind of \$600.00

### Hello Woodlands

In-kind of \$2,000.00

TOTAL INKIND MEDIA \$43,320.00