

HOME FIELD

Adam Sbragia

Merchandising Support

Baseball Trading Card
Wine Tech Sheets- 10 pack



Logo Baseballs
Signed by Adam Sbragia



Customized Louisville Slugger



Home Field Ball Caps
Signed by Adam Sbragia



Every Day is Opening Day!

HOME FIELD PROMOTION
April - September, 2020.

On opening day, all 30 MLB teams will take the field to celebrate America's favorite pastime. With Home Field Red Blend, "Every Day is Opening Day!"

The Opportunity

On-Premise

MLB ballparks, bars & restaurants near the ballpark, sport bars & steakhouses and wherever else the game is on TV.

Programming Idea: WBTG and/or wine list placement with 2-case minimum buy = signed ballcap & signed baseball.

Off-Premise

68 million baseball fans will attend MLB games this year. Let's make sure they can find Home Field Red Blend at their favorite wine store.

Programming Idea: five case minimum buy over 30 days (one month) = signed ballcap & signed baseball.

- A significant placement (TBD) = personalized baseball bat + signed ballcap & signed baseball

Public Relations Support

Component Tasting

Join 4th generation winemaker Adam Sbragia in a component tasting of the six individual wines that make up this unique and altogether delicious Dry Creek Valley red blend.