

CALIFORNIA WINE FESTIVAL

Carlsbad, North San Diego County

MAY 29-30, 2020

SPONSORSHIP INFORMATION





EVENT OVERVIEW

Event Overview

The California Wine Festival is a showcase of California's premier wine and culinary professionals. Now, in its seventeenth year, the Festivals showcase nearly 250 wines from over 70 wineries, 30 of San Diego County's fine dining restaurants, gourmet food companies and lifestyle exhibitors

Mission Statement

The mission of the California Wine Festival – North San Diego is to promote and celebrate fine wines and foods of California in Carlsbad - one of California's most beautiful seaside communities in one of America's most affluent counties. The California Wine Festival focuses national attention on California's premier wine producers and culinary professionals.

Vision or Purpose Statement

- **Charity:** to raise funds for Golden Rule Charity
- **Education:** for the general consumer, to promote wine and culinary education through direct one-on-one access to world class culinary professionals and wine experts
- **Recognition:** to bring national and regional attention to the wine and culinary offerings of California.

Charitable Initiatives



The California Wine Festival supports Golden Rule Charity. The mission of Golden Rule Charity is to serve the needs of hospitality employees in a time of crisis and in joy. One individual at a time, one community at a time.



DEMOGRAPHICS & IMPACT

California Wine Festival reaches the following people:

- Total Attendance - 2500
- 84% of Festival visitors were from San Diego County area while 16% were non-local (25+ miles away)
- 8% of those surveyed had never been to San Diego County
- Median Age of Festival out-of-town guest: 40 years old
- Typical Travel Party: 3 adults
- 56% of guests had an annual household income of at least \$200,000, with 24% having a household income of above \$250,000
- The majority of Festival attendees are married, employed full-time and have a college degree
- 43% of guests reported that they stayed and paid for accommodations for an average of 2 nights
- Top non-local states for visitation: Kansas, Arizona and Texas
- Out-of-town guests spent an average of \$275 per person during their stay, \$825 per party (not including accommodations)
- The Festival employs full-time staff. We also hire staffing, security and cleaning services, which employs over 40+ people throughout the weekend
- The Festival spends approximately \$100,000 of budget locally
- The Festival has raised over \$200,000 for charities and scholarships
- The Festival strives to be a green festival and hires vendors to pick up recyclables including cardboard cases and wine bottles. Overall, 90% of the waste from the event was diverted from the landfill in 2019.
- Our partnership with area hotels has continued to be a success and has continued to put “heads in beds” in the area.



EVENT SCHEDULE

Friday, May 29, 2020 • 6:30-9pm
Sunset Rare & Reserve Wine Tasting
Palm Courtyard at Park Hyatt Aviara Resort
500 attendees

Guests are invited sip on fine wines and taste a variety of delicacies at the beautiful Park Hyatt Aviara Resort Golf Club & Spa's Palm Courtyard. This is an elegant VIP event for true fine wine lovers, located in one of San Diego County's most beautiful coastal cities – Carlsbad. The limited number of tickets sell out quickly (due to the rarity of the wines being poured). A champagne reception is just the prelude to an evening of sampling hard-to-find trophy wines, some already out of circulation and impossible to find are poured, to an adoring crowd dressed in their finest casual/elegant resort wear.

Saturday, May 30, 2020 • 1-4pm (VIPs 12pm)
Beachside Wine Festival
Park Hyatt Aviara Resort, North San Diego, CA
2,000 attendees

The quintessential California wine tasting experience – sun, sea, food, wine and music – all come together at this sun-splashed wine fest overlooking lush rolling hills with the shimmering Pacific beyond at Park Hyatt Aviara Resort's Tennis Lawn. By 1:00 pm the joint is jumping at this Camelot-like white-topped tent village. Wine oenophiles will find hundreds of fine wines, regional craft brews and a dizzying variety of foods to sample. Artisanal cheeses, breads, olive oil, as well as shellfish, salads, chocolates, cakes, and more! A live band keeps the beat for this all-day feast for the senses where wine and food are king and queen.

MARKETING OUTLINE

Digital, Print & Media Outlets:

The marketing campaign begins 6 months out and will utilize a cross selection of digital, print, radio, emarketing, social networking and flyers/ posters/banners to promote the California Wine Festival.

- Event Brochure (consumer) - 20,000
- Festival Poster - 1,000
- Festival Program (on-site) - 4,000

In addition, the 2019 Festival will be promoted through:

- Social Media campaigns on Facebook (10,831 followers), and Instagram (3,320 followers)
- Online, Radio and Print Advertising
- Monthly Electronic Newsletter (12 x 25,000 subscribers, including attendees, trade, media and exhibitors)
- Over 40 Nationally ranked wine websites including LocalWineEvents.com, Gayot.com, WineCountry.com, Yelp.com, TripAdvisor.com, etc.
- California Wine Festival website (over 22,000 unique visitors/month)
- Chamber of Commerce and Convention & Visitor Center eNewsletters
- Targeted Food and Wine Related blogs with professional bloggers
- Local, regional and national media partnerships with LA Times, Visit Carlsbad, San Diego Tourism Authority, WineMatch.com, Carlsbad Magazine and more.
- Extensive public relations outreach
- Radio & online promotion/giveaways





WHY BECOME A SPONSOR?

California Wine Festival LLC proudly presents the California Wine Festival – North San Diego, a two-day celebration of fine wine and foods in Carlsbad, CA, one of America's most beautiful seaside communities. This autumn gathering of California's most prestigious wineries features an amazing array of premium wines from every wine region in the state. Top local and regional chefs offer gourmet appetizers to complement the wines, along with a selection of artisan breads and cheeses, fresh cut fruits, sizzling grilled meats, rich, sweet desserts, and of course, live music at every event.

A Unique Marketing Opportunity

The California Wine Festival provides exceptional exposure for sponsors through a wide variety of media advertising, press coverage, email marketing, website exposure and on-site event visibility. Our first-class prime-time event attracts thousands of high demographic food and wine lovers that appreciate and can afford not only fine wines but also all the finer things in life.

Image Branding

Image branding is high profile penetration in a prestigious environment that truly sends the "right" message about your brand of community involvement, support for a worthy charity and a popular local event in one of America's most affluent counties. *(A portion of net proceeds benefits local charities.)*

In kind sponsorships are also welcome for media advertising, accommodations, signage, electric carts, printing services etc.



TYPES OF SPONSORSHIPS

Corporate Sponsors

As a Festival Corporate Sponsor, your company will become one of the Festival's premier showcased sponsors. Your company will be featured in the overall promotion of the Festival and your company will receive broad exposure to potential and existing guests and other sponsors. To give your company the most exposure, we have exclusive categories in which you will be the only company in the following categories: Airline, Automobile, Credit Card, Cruise Line, Solar, Bottle Water etc. Corporate sponsors can entertain their customers, clients and employees at their own on-site pavilion on "festival day".

Item Sponsors

As an Item Sponsor, your company logo and/or company name will appear on the item, and your company will be acknowledged in the Program Guide. Organizations may sponsor or co-sponsor any of these mementos, or an appropriate additional one of their own choosing:

- **Official Tasting Glass** - \$10,000
(includes Silver Level Sponsorship benefits)
Company logo on 2,000 wine glasses
- **Official Tasting Plate** - \$10,000
(includes Silver Level Sponsorship benefits)
Company logo on 2,000 wine plates
- **Tickets - Advance/On-site** - \$5,000
(includes Bronze Level Sponsorship benefits)
Company logo on every ticket
(over 3,000 impressions)
- **Official Event Bag** - \$10,000
(includes Bronze Level Sponsorship benefits)
Company logo on every bag handed out to attendees (over 3,000 bags)
- **VIP Pavilion Sponsor** - \$10,000
(includes Silver Level Sponsorship benefits)
- **Official Event Bracelet** - \$5,000
(includes Bronze Level Sponsorship benefits)
Company logo on every bracelet handed out to attendees (over 3,000 bracelets)
- **VIP Bag Inserts** - \$2,500
(includes Bronze Level Sponsorship benefits)
Your company product/promotion in VIP gift bags. Great exposure to over 700 VIP's

In-Kind Sponsors

In-kind contributions which add promotion or incentive to the California Wine Festival can be combined with cash donation to attain higher sponsorships levels. Product sponsorships are also encouraged. Examples of product sponsorships we offer include water, tea, coffee, chocolate, bread, cheese, crackers, etc.



TITLE SPONSORSHIP

\$25,000

Benefits of this Sponsorship:

- Sponsor is to be the sole Title Sponsor of the 2020 California Wine Festival – North San Diego. Sponsors name becomes part of Event title in all references. (i.e. “Title Sponsor” 2020 California Wine Festival).
- Largest Hospitality Pavilion (approx. (20’ x 60’)) at Beachside Wine Festival site. Pavilion logo banner included.
- Table space as required at other 2020 Carlsbad events.
- One co-branded e-blast promoting sponsorship.
- Highlighted on monthly e-newsletter with logo and link to your site. (23,000 recipients)
- Opportunity to distribute materials at all events.
- 20 Sunset Rare & Reserve Tasting (Fri. May 29, 2020)
- 50 Beachside Fest VIP passes (Sat. May 30, 2020)
- Logo display in all print advertising, internet marketing, promotional brochures, festival programs, festival posters and other promotional materials, all local/regional print and electronic media employed, online marketing, internet wine/food/festival calendars, winery tasting rooms, wine club newsletters.
- Customized sponsor web page will be built and included on CWF website.
- Logo prominently displayed on all onsite event banners and signage.
- Logo prominently featured on the front cover of the Festival program.
- Full-page color (Back Cover Position) advertisement in the Festival program.
- First right of refusal for the 2021 California Wine Festival – North San Diego



DIAMOND LEVEL SPONSORSHIP

\$15,000

Benefits of this Sponsorship:

- Sponsorship of \$15,000 or more entitles Sponsor to be a Diamond Sponsor of the California Wine Festival – North San Diego. Pavilion logo banner included.
- 20' x 20' exhibit space at Beachside Wine Festival site.
- Table space as required at other 2020 Carlsbad events.
- One co-branded e-blast promoting sponsorship.
- Diamond Sponsor highlighted on monthly e-newsletter with logo and link to your site. (20,000 recipients)
- 15 Sunset Rare & Reserve Tasting (Fri. May 29, 2020)
- 30 Beachside Fest VIP passes (Sat. May 30, 2020)
- Logo display in all print advertising, internet marketing, promotional brochures, festival programs, festival posters and other promotional materials, all local/regional print and electronic media employed, online marketing, internet wine/food/festival calendars, winery tasting rooms and wine club newsletters.
- Customized sponsor web page will be built and included on CWF website.
- Logo prominently displayed on all onsite event banners and signage.
- Logo prominently featured on the front cover of the Festival program.
- Full-page color (Key Position) advertisement in the Festival program.
- First right of refusal for the 2021 California Wine Festival – Carlsbad

GOLD LEVEL SPONSORSHIP

\$10,000

Benefits of this Sponsorship:

- 20' x 10' exhibit space at Beachside Wine Festival site.
- Gold Level Sponsor highlighted on monthly e-newsletter with link to your site. (25,000 recipients)
- Logo display in all print advertising, internet marketing, promotional brochures, festival program, festival posters and other promotional materials, all local/regional print and electronic media employed, internet wine/food/festival calendars, winery tasting rooms, wine club newsletters.
- Logo will be displayed on all event banners and signage on site.
- Full-page color advertisement in the Festival program.
- 8 Sunset Rare & Reserve Tasting (Fri. May 29, 2020)
- 20 Beachside Fest VIP passes (Sat. May 30, 2020)





SILVER LEVEL SPONSORSHIP

\$5,000

Benefits of this Sponsorship:

- 10' x 20' exhibit booth space at Beachside Wine Festival
- Table space as required at other 2020 Carlsbad events.
- Logo display in all print advertising, internet marketing, promotional brochures, festival program, festival posters and other promotional materials, all local/regional print and electronic media employed, internet wine/food/festival calendars, winery tasting rooms, wine club newsletters.
- Logo will be displayed on all event banners and signage.
- 1/2-page color advertisement in the Festival program.
- 6 Sunset Rare & Reserve Tasting (Fri. May 29, 2020)
- 12 Beachside Fest VIP passes (Sat. May 30, 2020)

BRONZE LEVEL SPONSORSHIP

\$2,500

Benefits of this Sponsorship:

- Table space at Beachside Wine Festival.
- Logo display in all print advertising, internet marketing, promotional brochures, festival program, festival posters and other promotional materials, all local/regional print and electronic media employed, internet wine/food/festival calendars, winery tasting rooms, wine club newsletters.
- Logo will be displayed on all event banners and signage.
- 1/4-page color advertisement in the Festival program.
- 4 Sunset Rare & Reserve Tasting (Fri. May 29, 2020)
- 6 Beachside Fest VIP passes (Sat. May 30, 2020)



California



WINE FESTIVAL

CONTACT

Emily Kaufmann, *Executive Director*

805.886.5103

emily@californiawinefestival.com

www.californiawinefestival.com