

# CALIFORNIA WINE FESTIVAL

*Santa Barbara, California*

## JULY 17-18, 2020

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## SPONSORSHIP INFORMATION







# EVENT OVERVIEW

## Event Overview

The California Wine Festival is a showcase of California's premier wine and culinary professionals. Now, in its sixteenth year, the Festival showcases nearly 300 wines from over 70 wineries, 40 of Santa Barbara's fine dining restaurants, gourmet food companies, and lifestyle exhibitors.

## National & Worldwide Recognition

- "Top Culinary Festivals and Wine Events around the US and the World" - Gayot
- "Top Food & Wine Festivals" - Trip Advisor
- "Best Summer Beach Festivals in the US" - Fox News

## Mission Statement

The mission of the California Wine Festival-Santa Barbara is to promote and celebrate fine wine and foods of California in Santa Barbara - 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 the Foodbank of Santa Barbara County
- **Education:** for the general consumer, to promote California 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 the Foodbank of Santa Barbara County. The mission of the Foodbank is to provide nourishment to those in need by acquiring and distributing safe nutritious foods via local agencies and providing education to solve hunger and nutrition problems in Santa Barbara County.



# DEMOGRAPHICS & IMPACT

## California Wine Festival reaches the following people:

- Total Attendance - 3,300
- 32% of Festival visitors were from the Santa Barbara County area while 68% were non-local (25+ miles away)
- Median Age of Festival attendees: 41 years old
- Typical Travel Party: 3 adults
- 67% of the guests had an annual household income of at least \$200,000, with 10% having household income of above \$300,000
- The majority of Festival attendees are married, employed full-time and have a college degree
- 38.7% of out-of-town guests reported that they stayed and paid for accommodations for an average of 2 nights
- Top non-local states for visitation: Arizona, Kansas, New York and Texas
- Out-of-town guests spent an average of \$300 per person during their stay, \$900 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 \$150,000 in our first thirteen years for area 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

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**Friday, July 17, 2020 - 6:30-9pm**  
**Sunset Rare & Reserve Wine Tasting**  
**Chase Palm Park Pavilion**  
**600 attendees**

This romantic evening of rare wine tasting begins with a champagne reception under the stars at Santa Barbara's charming old-world Carousel House. Extremely limited reserve level wines are matched with gourmet appetizers from top local chefs, artisan cheeses, fresh fruits, olive oils and more while live music keeps things super cool.

**Saturday July 18, 2020 - 12-4pm**  
**Beachside Wine Festival**  
**Chase Palm Park - Soccer Field**  
**2,700 attendees**

This is the "Biggest Wine Festival Under the Sun" in Santa Barbara! A spectacular gathering of over 70 of California's finest wineries from every wine region in the state – showcasing a total of over 350 fine wines at our sunny beach front location. Over 2,700 wine fans will grab their glass and start swirling and sipping just a frisbee throw away from the sparkling Pacific, while live band keeps the beat for this all-day feast for the senses where wine and food are king and queen.

# MARKETING OUTLINE

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## 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 20120 Festival will be promoted through:

- Social Media campaigns on Facebook (10,831 followers fans) and Instagram (3,320 followers)
- Television commercials with Spectrum Reach and KEYT/FOX
- 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
- Web banner ads and eblast promotions with sbaxxess.com, Coxmedia.com, edhat.com, SantaBarbara.com, and many others
- Local, regional and national media partnerships with Independent, Santa Barbara NewsPress, Cox Communications, Santa Barbara Chamber of Commerce, Santa Barbara Axxess, Santa Barbara Conference & Visitors Bureau
- Extensive public relations outreach
- Radio & online promotion/giveaways







## WHY BECOME A SPONSOR?

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California Wine Festival proudly presents the California Wine Festival–Santa Barbara, a two-day celebration of fine wine and foods in Santa Barbara, CA, one of America’s most beautiful seaside communities. This summertime 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 the net proceeds benefits Foodbank of Santa Barbara.)*

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

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**\$25,000**

## **Benefits of this Sponsorship:**

- Sponsor is to be the sole Title Sponsor of the 2020 California Wine Festival event in Santa Barbara. Sponsors name becomes part of Event title in all references. (i.e. “Title Sponsor” 2020 California Wine Festival)
- 20’ x 60’ Hospitality Pavilion at Beachside Wine Festival site. Draped tables (10), chairs (60), will be supplied. Pavilion logo banner included.
- Table space as required at other 2020 Santa Barbara events.
- One co-branded e-blast promoting sponsorship.
- Highlighted on monthly e-newsletter with logo and link to your site. (25,000 recipients)
- Opportunity to distribute materials at all events.
- 20 Sunset Rare & Reserve Tasting tickets (Fri. July 17, 2020)
- 50 Beachside Fest VIP tickets (Sat. July 18, 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 – Santa Barbara





# DIAMOND LEVEL SPONSORSHIP

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**\$15,000**

## **Benefits of this Sponsorship:**

- Sponsorship of \$15,000 or more entitles Sponsor to be a Diamond Sponsor of the California Wine Festival – Santa Barbara.
- 20' x 40' Hospitality Pavilion at Beachside Wine Festival site. Draped tables (6), chairs (36), will be supplied. Pavilion logo banner included.
- One co-branded e-blast promoting sponsorship.
- Diamond Sponsor highlighted on monthly e-newsletter with logo and link to your site. (25,000 recipients)
- 15 Sunset Rare & Reserve Tasting tickets (Fri. July 17, 2020)
- 30 Beachside Fest VIP tickets (Sat. July 18, 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.
- 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 – Santa Barbara



# GOLD LEVEL SPONSORSHIP

**\$10,000**

## **Benefits of this Sponsorship:**

- 20' x 20' Hospitality Pavilion at Beachside Wine Festival site. Draped tables (4), chairs (24) will be supplied. Pavilion logo banner included.
- Table space as required at other 2020 Santa Barbara events.
- 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 tickets (Fri. July 17, 2020)
- 20 Beachside Fest VIP tickets (Sat. July 18, 2020)







## SILVER LEVEL SPONSORSHIP

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**\$5,000**

### **Benefits of this Sponsorship:**

- 10' x 20' exhibit booth space at Beachside Wine Festival.
- Table space as required at other 2020 Santa Barbara 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 tickets (Fri. July 17, 2020)
- 12 Beachside Fest VIP tickets (Sat. July 18, 2020)

## BRONZE LEVEL SPONSORSHIP

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**\$2,500**

### **Benefits of this Sponsorship:**

- 10' x 10' exhibit booth 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 tickets (Fri. July 17, 2020)
- 6 Beachside Fest VIP tickets (Sat. July 18, 2020)





## CONTACT

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