



1st Annual California Wine Festival – Orange County @ Dana Point April 22-23-24, 2010

Sponsorship Opportunities

Evergreen Events LLC proudly presents its first annual California Wine Festival–Orange County, a three-day celebration of fine wine and foods in Dana Point, CA, one of America’s most beautiful seaside communities. This springtime 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.

Schedule of Events

Thursday, April 22, 6:30 – 9 pm

“Taste the Future- 21st Century Classics” Sustainable Seafood & Wine Tasting at the Ritz-Carlton, Laguna Niguel – Guests are invited sip on fine wines and taste a variety of delicacies and experience world-class luxury at the at opulent Ritz-Carlton Laguna Niguel. We’ll showcase *sustainable seafood* and seasonal spring flavors that pair well with premium *organic and biodynamically* grown California wines from Napa, Sonoma, Paso Robles, Monterey, Santa Barbara and more. Taste local and sustainable seafood from Southern California best restaurants as our partner chefs discuss wise seafood choices so we can lessen the impact we have on our oceans.

Friday, April 23, 6:30 -9 pm

“Sunset Rare & Reserve Wine Tasting” - Dana Point Yacht Club

This is an elegant VIP event for *true fine wine lovers*, located in one of Orange County’s most beautiful coastal settings – the Dana Point Yacht Club – offering an unobstructed view of the sunset over the Pacific. 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 get are poured to an adoring crowd dressed in their finest casual/elegant resort wear. A hip and cool retro-jazz group lays down the sound track as the sunsets over yachts and sailboats in the harbor.

Saturday, April 24, 11:30 am–4 pm

“Beachside Wine & Food Fest” - Doheney Beach Park, Dana Point – The quintessential California wine tasting experience –Sun, sea, food, wine and music – all come together at this sun-splashed wine fest held at the edge of the beach on a grassy, palm-lined Doheney State Beach. By 11:30 am the joint is jumping at this Camelot-like white-topped tent village next to the sparkling Pacific Ocean. Wine hounds find hundreds of fine wines to try and a dizzying variety of foods to sample. Hot and cold gourmet appetizers, artisan cheeses, seafood and shellfish, salads, breads, olive oils, chocolates, cakes, and more! A Live band keeps the beat for this all-day beach party where wine and food are king and queen.

A Unique Marketing Opportunity

The California Wine Festival provides exceptional exposure for sponsors through a wide variety of media advertising, press coverage, email marketing and web site activities 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 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. (A portion of the proceeds benefits The Ocean Institute.)

Sponsorship Programs

We welcome sponsorships at any level of support. We respect your decision to invest in the California Wine Festival events and appreciate your generous donation to the charities we support. To that end, we are committed to affording you and your company the maximum visibility and benefit.

Product sponsorships are also encouraged. Examples of product sponsorships we offer include water, tea, coffee, chocolate, bread, cheese, crackers, etc.

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

IN-KIND SPONSORSHIP:

In-kind contributions which add promotion or incentive to the California Wine Festival can be combined with cash donation to attain higher sponsorships levels.

NOTE: California Wine Festival (CWF) reserves the right to negotiate all sponsorships. Sponsorship “benefits” apply to cash sponsorships. Benefits earned by a combination of cash and in-kind trade that is mutually agreed upon by the sponsor and CWF, or 100% in-kind trade which saves cash expenditure will be negotiated and mutually agreed upon by CWF and the sponsor. Advertising spaces and rates do not include ad design or production costs. Event ticket allocations are based on sponsorship. Additional event tickets must be purchased.

TITLE SPONSORSHIP \$25,000 or more

Benefits of this sponsorship:

- Sponsor is entitled to be the sole Title Sponsor of the '10 California Wine Festival event in Dana Point. Sponsors name becomes part of Event title in all references. (i.e. “Title Sponsor” 2010 California Wine Festival)
- Company logo on all Beachside Festival glassware – approx. a2000 glasses
- 20' x 60' Hospitality Pavilion at Beachside Wine & Food Fest site. Tables (10), chairs (100), special wines, appetizers and servers will be supplied. Pavilion logo banner included.
- 10' x 20' exhibit booth space at Beachside Wine & Food Fest. Table space as required at other '10 Dana Point events.
- One co-branded e-blast promoting Title Sponsor sponsorship.
- Title Sponsor highlighted on monthly e-newsletter with logo and link to your site. (4,000 recipients)
- Opportunity to distribute materials in at all three events

- Deluxe hotel accommodations in Dana Point for three days (April 23-25, 2010); three rooms, dbl. occpcy.
- Winemaker's dinner for up to 12 people during event in Dana Point.
- Guided Wine tasting tour in Temecula Valley for up to 24 people.
- 20 All-Event Gold Pass tickets
- 50 Beachside Fest VIP passes (Sat. April 23, 2010)
- 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 2nd California Wine Festival – Dana Point.

DIAMOND Presenter SPONSORSHIP - \$15,000 or more

Benefits of this sponsorship:

- Sponsorship of \$15,000 or more entitles Sponsor to be a "Presenter" Sponsor of the California Wine Festival – Dana Point.
- 20' x 40' Hospitality Pavilion at Beachside Wine & Food Fest site. Tables (6), chairs (60), special wines, appetizers and servers will be supplied. Pavilion logo banner included.
- 10' x 20' exhibit booth space at Beachside Wine & Food fest. Table space as required at other '10 Dana Point events.
- One co-branded e-blast promoting sponsorship.
- Diamond Presenter Sponsor highlighted on monthly e-newsletter with logo and link to your site. (4,000 recipients)
- Deluxe hotel accommodations in Dana Point for three days (April 23-25, 2010); three rooms, dbl. occpcy.
- Winemaker's dinner for up to 8 people during event in Dana Point.
- Guided Wine tasting tour in Temecula Valley for up to 16 people.
- 15 All-Event Gold Pass tickets
- 30 Beachside Fest VIP passes (Sat. April 23, 2010)
- 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 2nd California Wine Festival – Dana Point.

GOLD LEVEL SPONSORSHIP \$10,000 or more

Benefits of this sponsorship:

- 20' x 20' Hospitality Pavilion at Beachside Wine & Food Fest site. Tables (4), chairs (40), special wines, appetizers and servers will be supplied. Pavilion logo banner included.
- 10' x 20' exhibit booth space at Beachside Wine & Food fest. Table space as required at Other '10 Dana Point events.
- Diamond Presenter Sponsor highlighted on monthly e-newsletter with link to your site. (4,000 recipients)
- Deluxe hotel accommodations in Dana Point for three days (April 23-25, 2010); one room, dbl. occp.
- Guided Wine tasting tour in Temecula Valley for up to 8 people.
- Logo display in all print advertising, internet marketing, promotional brochures, festival program, festival posters and other promotional materials, all local/regional media employed, electronic and print
- Customized sponsor web page will be built and included on CWF website.
- Logo will be displayed on all event banners and signage on site
- ½-page color advertisement in the Festival program.
- 8 All-Event Gold Pass tickets
- 25 Beachside Fest VIP passes (Sat. April 24, 2010)

SILVER LEVEL SPONSORSHIP \$5,000 or more

Benefits of this sponsorship:

- 10' x 10' exhibit booth space at Beachside Wine & Food fest.
- Guided Wine tasting tour in Temecula Valley for up to 4 people.
- Logo display in all print advertising, internet marketing, promotional brochures, festival program, festival posters and other promotional materials, all local/regional media Internet wine/food/festival calendars, winery tasting rooms, wine club newsletters.
- Logo will be displayed on all event banners and signage
- ½-page color advertisement in the Festival program.
- 4 All-Event Gold Pass tickets
- 12 Beachside Fest VIP passes (Sat. April 24, 2010)

BRONZE LEVEL SPONSORSHIP \$2,500 or more

Benefits of this sponsorship:

- 10' x 10' exhibit booth space at Beachside Wine & Food fest. Table space as required at other '10 Dana Point events.
- Logo display in all print advertising, internet marketing, promotional brochures, festival program, festival posters and other promotional materials, all local/regional media employed, Internet wine/food/festival calendars, winery tasting rooms, and wine club newsletters.
- Logo will be displayed on all event banners and signage
- ½-page color advertisement in the Festival program.
- 4 All-Event Gold Pass tickets
- 6 Beachside Fest VIP passes (Sat. April, 24, 2010)

*Make checks payable to:
California Wine Festival
P.O. Box 90358
Santa Barbara, CA 93190*

Sponsorship Level _____ Cash \$ _____ Product \$ _____ In-Kind _____
Company Name _____ Contact Person _____
Address _____ City _____
State _____ ZIP _____
Phone _____ Fax _____
Email _____

Credit Card Information

Cardholder Name (please print) _____
Signature _____
Credit Card Type _____ CC Number _____ Expiration Date _____
CC billing address (if different than above) Street _____
City _____ State _____
Zip _____
Check Amount: \$ _____ Check Number: _____ Date _____
Mailed: _____