

# 3rd Annual California Wine Festival - Orange County



## Sponsorship Opportunities April 20 & 21, 2012

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**Don't miss California Wine Festival,  
—one of the largest outdoor wine  
festivals in the state!**

*Best Wine Festivals in the USA  
by Americas Best & Top Ten*



# Festival Overview

## Event Overview

The California Wine Festival is a showcase of California premier wine and spirit producers and culinary professionals. Now, in its third year, the Festival showcases nearly 250 wines from over 80 wineries, 30 of Orange County's fine dining restaurants, spirit purveyors, gourmet food companies, and lifestyle exhibitors.

## Mission Statement

The mission of the California Wine Festival-Orange County is to promote and celebrate fine wine and foods of California in Dana Point, Orange County - 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 Doheny State Beach Interpretive Association
- 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 Doheny State Beach Interpretive Association. DSBIA has an active year-round educational program. There are a variety of activities available from curriculum-based field trips for schoolchildren, thematic outings for Scouts and other groups, special events, restoration/Adopt-A-Beach Cleanups, and Junior Rangers/Campfire Programs in the summer season.



// Thanks for having us as part of your event . It was a good time, good clients, great venues. //

**We would love to participate again next year!**

Michael Young, L'Adventure Winery

# Demographics & Impact

## The California Wine Festival reaches the following people:

- 81.5% of Festival visitors were from the Orange County area while 18.5% were non-local (50+ miles away)
- 11% of those surveyed had never been to Orange County
- Median Age of Festival out-of-town guest: 43 years old
- Typical Travel Party: 3 adults
- 55.3% of the guests had an annual household income of at least \$100,000, with 11.1% having household income of above \$250,000
- The majority of Festival attendees are married, employed full-time and have a college degree
- 23% 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: Washington, Nevada and Colorado
- Out-of-town guests spent an average of \$275 per person during their stay, \$825 per party (not including accommodations)
- The Festival employs 3 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 \$40,000 in our first seven years for area charities and scholarships
- The Festival strives to be a green festival and hires Bottlehood.com to pick up vendor recyclables including cardboard cases and wine bottles. Overall, 90% of the waste from the event was diverted from the landfill in 2011.
- Our partnership with area hotels has continued to be a success and has continued to put “heads in beds” in the area.

# 2011 Schedule of Events

## **Friday, April 20, 2012 - 6:30 - 9pm** **Sunset Rare & Reserve Wine Tasting** **Dana Point Yacht Club**

Guests are invited sip on fine wines and taste a variety of delicacies under the stars at the 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 cities – Dana Point. 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 April 21, 2012 - 11:30am - 4pm** **Beachside Wine & Food Festival** **Doheny State Beach, 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 Doheny 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, regional craft brews, high-end spirits 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 beach party where wine and food are king and queen.



# 2012 Marketing Outline

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



In addition, the 2012 Festival will be promoted through:

- Radio, Print and Television Advertising
- Monthly Electronic Newsletter (12 x 20,000 subscribers, including attendees, trade, media and exhibitors)
- Over 40 Nationally ranked wine websites including LocalWineEvents.com, Gayot.com, WineCountry.com, etc.
- California Wine Festival website (over 20,000 unique visitors/month)
- Chamber of Commerce and Convention & Visitor Center eNewsletters
- Targeted Food and Wine Related blogs with professional bloggers
- Web banner ads on OCRegister.com, Coxmedia.com, OCRestaurant.org, and many others
- Local and national media partnerships with Orange County Register, Cox Communications, OC Restaurant Association, City of Dana Point, Dana Point Chamber of Commerce, Dana Point Times, San Clemente Times, Capistrano Dispatch, Dana Point Grand Prix
- Extensive public relations outreach
- Radio & online promotion

# 2011 Print & Web Advertising

## Sample Custom Webpage

### Dana Point

#### Hotel Recommendation

Escape to one of the world's finest luxury resorts - The Ritz Carlton, Laguna Niguel. Consistently ranked among the world's premier travel destinations, this alluring Southern California vacation spot provides the perfect getaway for the discriminating guest. Restore your spirit in the cleansing waters of our brand-new spa. Enjoy innovative seafood cuisine in our ocean-view restaurant. Treat yourself to a romantic California coast vacation in our richly appointed accommodations in a striking oceanfront setting.

#### Hotel Packages

[California Wine Festival Package \(Thursday night\)](#)

- › Garden/ Pool View room
- › Breakfast
- › 2 Tickets to Thursday night's Event at The Ritz-Carlton, Laguna Niguel
- › Rate: \$399 plus tax

[California Wine Festival Package \(Friday & Saturday night\)](#)

### Official Festival Headquarters

## The Ritz-Carlton, Laguna Niguel

One Ritz-Carlton Drive  
Dana Point, California 92629  
Tel: 1-949-240-2000

<http://www.ritzcarlton.com/en/Properties/LagunaNiguel/Default.htm>




**Mention the California Wine Festival for a preferred rate at select hotels**

Sample Festival Poster

**TICKETS ON SALE HERE!**

**First Annual CALIFORNIA WINE FESTIVAL**  
Orange County Dana Point  
Wine • Food • Music

**Unlimited Wine, Food and Fun!**  
Over 200 wines to sample!

**APR 22-24**  
**ORANGE COUNTY**



**TUESDAY, APRIL 22**  
"Taste the Future" Wine Tasting 6:30-9pm  
Grand Ballroom, Ritz-Carlton Laguna Niguel  
• Taste Barrel Samples  
• Wine 'Futures' On Sale  
• Sustainable Seafood Delicacies  
• Live Jazz • Wine Auction



**FRIDAY, APRIL 23**  
Sunset Rare & Reserve Wine Tasting  
6:30-9pm Dana Point Yacht Club,  
Dana Point Harbor  
• Champagne Reception  
• Great Wines • Appetizers  
• Live Jazz



**SATURDAY, APRIL 24**  
Boulevard Food & Wine Fest  
1-4pm (VIPs enter 11:30am)  
Doheny State Park, Dana Point  
• Wines From All Over California • Craft Beers  
• Appetizers • Artisan Cheeses • Breads  
• Live Caribbean Music

NO ONE UNDER 21 ADMITTED

**TICKETS** ▶ [www.californiawinefestival.com](http://www.californiawinefestival.com) + Local Wine Shops & Gourmet Food Shops



Sample On-site Poster

California Wine Festival  
presents

## "Taste the Future"

— 21<sup>ST</sup> CENTURY CLASSICS WINE TASTING —

Taste Barrel Samples  
Wine 'Futures' On Sale  
Live Jazz • Wine Auction  
Sustainable Seafood Delicacies

The Ritz-Carlton  
Grand Ballroom  
Ritz-Carlton  
Laguna Niguel

Sample Rack Brochure

**Unlimited Wine, Food and Fun!**  
Over 200 wines to sample!

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**TICKETS** ▶ [www.californiawinefestival.com](http://www.californiawinefestival.com)  
Local Wine Shops & Gourmet Food Shops



# Why Become a Sponsor?

Evergreen Events LLC proudly presents the 3rd Annual California Wine Festival–Orange County, a two-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.

## 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

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 Doheny State Beach Interpretive Association.)

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



# Sponsorships Available

Depending on the type of exposure your company is seeking, the Festival offers three main types of sponsorships-

**Corporate Sponsorships, Items Sponsorships, and In-Kind 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 the 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 3,000 wine glasses for the Grand Tasting
- **Tickets - Advance/On-site** - \$5,000 (includes Bronze Level Sponsorship benefits)  
Company logo on every ticket (over 3,000 impressions)
- **Vendor Signage** - \$5,000 (includes Bronze Level Sponsorship benefits)  
Company logo on every vendor event sign (over 130 5' x 1' signs)
- **Official Event Bag** - \$5,000 (includes Bronze Level Sponsorship benefits)  
Company logo on every bag handed out to attendees (over 3,000 bags)
- **VIP Pavilion Sponsor** - \$5,000 (includes Bronze Level Sponsorship benefits)
- **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.
- **Official Event Bracelet** - \$2,500 (includes Bronze Level Sponsorship benefits)  
Company logo on every bracelet handed out to attendees (over 3,000 bracelets)

## 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 entitled to be the sole Title Sponsor of the '12 California Wine Festival event in Dana Point. Sponsors name becomes part of Event title in all references. (i.e. "Title Sponsor" 2012 California Wine Festival)
- Company logo on all Beachside Festival glassware – approx. 2000 glasses
- 20' x 60' Hospitality Pavilion at Beachside Wine & Food Fest site. Draped tables (10), 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 '12 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. (20,000 recipients)
- Opportunity to distribute materials at both events.
- Deluxe hotel accommodations in Dana Point for two days (April 20-April 22, 2012); two rooms, dbl. occpcy
- 20 All-Event Gold Pass tickets.
- 50 Beachside Fest VIP passes (Sat. April 21, 2012).
- 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 4th California Wine Festival – Orange County.

# Diamond Sponsorship

**\$15,000**

## 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. Draped tables (6), chairs (36), 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 2012 Orange County events.
- One co-branded e-blast promoting sponsorship.
- Diamond Presenter Sponsor highlighted on monthly e-newsletter with logo and link to your site. (20,000 recipients)
- Deluxe hotel accommodations in Dana Point for two days (April 20-April 22, 2012); one room, dbl. occpcy.15 All-Event Gold Pass tickets.
- 30 Beachside Fest VIP passes (Sat. April 21, 2012).
- 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 (Key Position) advertisement in the Festival program.
- First right of refusal for the 4th California Wine Festival – Orange County.

# Gold Level Sponsorship

**\$10,000**

## Benefits of this Sponsorship:

- 20' x 20' Hospitality Pavilion at Beachside Wine & Food Fest site. Draped tables (4), chairs (24), 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 2012 Orange County events.
- Gold Level Sponsor highlighted on monthly e-newsletter with link to your site. (20,000 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.
- Customized sponsor web page will be built and included on CWF website.
- Logo will be displayed on all event banners and signage on site.
- Full-page color advertisement in the Festival program.
- 8 All-Event Gold Pass tickets.
- 25 Beachside Fest VIP passes (Sat. April 21, 2012).

# Silver Level Sponsorship

**\$5,000**

## Benefits of this Sponsorship:

- 10' x 10' exhibit booth space at Beachside Wine & Food fest. Table space as required at other 2012 Orange County 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.
- ½-page color advertisement in the Festival program.
- 4 All-Event Gold Pass tickets.
- 12 Beachside Fest VIP passes (Sat. April 21, 2012).

# Bronze Level Sponsorship

**\$2,500**

## Benefits of this Sponsorship:

- 10' x 10' exhibit booth space at Beachside Wine & Food fest.
- 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 All-Event Gold Pass tickets.
- 6 Beachside Fest VIP passes (Sat. April 21, 2012).

# Festival Experiences/Testimonials

## What our sponsors are saying:

“Honestly, that was an awesome event, and one in which I want to sponsor again next year. Make sure to keep me in the loop for that.” ~**Ben S., Planet Solar**

“We had a great time this past weekend and really enjoyed taking part of your wonderful Wine Festival. The response to PURE SWISS was great and we seem to be a good fit for the Santa Barbara/Southern California Area. We are definitely interested in participating the the Dana Point Festival so keep us informed.” ~**Jill F., Pure Swiss Water**

## What festival attendees are saying:

“Once again Sonya and I had a wonderful time at all of the festival events. Just wanted to say thank you for putting on the events. We had such a nice time we are talking about coming back to Santa Barbara in December and bringing the kids. (Kids, yeah, they are 25, 21 and 16) I was able to speak with Don very briefly as we were leaving the beach and told him how much we enjoyed everything. Plan on seeing us again next year. Take care.” ~**Randy C.**

“Had a wonderful time last Friday evening -- I would like to plan my vacation around next year's 3-day festival -- do you have the dates selected yet? And the preferred hotels for participants.” ~**Rebecca H.**

“Just wanted to add one more comment.....Loved, Loved, Loved your music selection this year! It really catered the young adult and the young adult at heart! Also, if I went on to list all the fabulous things we love about your event it would be a very long email. Thank you for putting this event together. 359 days to go!” ~**Josephine W.**

## What wineries and vendors are saying:

“Thanks for having us as part of your SB event last week. It was a good time, good clients, great venues. We would love to participate again next year!” ~**Michael Y., L'Aventure**

“We want you to know that we had a delightful time pouring for the two events of the 2010 California Wine Festival. We look forward to being invited again to this annual event. Please let us stay in touch.” ~**Maria, Frolicking Frog Cellars**

“Thank you so much for all the information. We really enjoy the event and feel the ROI is worth the trip down. Looking forward to seeing everyone next year. Please do contact us for next year's event. If our schedule permits, we would like to participate again.” ~**Laurel R., EOS**

“I had a great time at the festival last weekend. I would love to be a part of next years festivals both in OC and SB. Let me know when I can register for these events? Well organized and well attended. Great job - you are all very nice people to do business with. Thank you very much for giving a new upstart the kind of exposure we need” ~**David R., Artistic Woodcrafts**

“Thank you so very much! We had a great time and it was a beautiful event! Would love to do it again!” ~**Tracy, Abundance Vineyards**