

# CALIFORNIA WINE FESTIVAL

## 2024 SPONSORSHIP INFORMATION

Dana Point  
*April 19-20, 2024*

North San Diego/Carlsbad  
*June 28-29, 2024*



Santa Barbara  
*July 19-20, 2024*

Huntington Beach  
*November 8-9, 2024*





## EVENT OVERVIEW

The California Wine Festival is a showcase of California's premier wine and culinary professionals. Now, in its 21st year, each Festival showcases nearly 250 wines from over 70 wineries, 30 fine dining restaurants, gourmet food companies and lifestyle exhibitors at each coastal location.

## MISSION STATEMENT

The mission of the California Wine Festival is to promote and celebrate fine wines and foods of California while giving back to charitable initiatives in each coastal location. The California Wine Festival focuses national attention on California's premier wine producers and culinary professionals.

## CHARITABLE INITIATIVES

The California Wine Festival is honored to partner and raise funds for these deserving organizations.



[sandyfeetoc.org](http://sandyfeetoc.org)



[foodbanksbc.org](http://foodbanksbc.org)



[southoc.surfrider.org](http://southoc.surfrider.org)



[goldenrulecharity.org](http://goldenrulecharity.org)

# CA WINE FESTIVAL SERIES

Experience the quintessential California wine tasting and enjoy hundreds of California's finest vintage wines, delicious gourmet foods samples and lively music. Discover new wines at every Festival, find a new favorite and pair it with a dizzying variety of fresh gourmet appetizers like artisan breads, cheeses, olive oils and so much more.

## EACH LOCATION HOSTS THE FOLLOWING EVENTS:

### SUNSET RARE & RESERVE TASTING



This is an elegant VIP event for true fine wine lovers. The limited number of tickets sell out quickly (due to the rarity of the wines being poured). A sparkling wine reception is just the prelude to an evening of sampling hard-to-find trophy wines, tasting room exclusives and limited production wines poured to an adoring crowd dressed in their finest casual/elegant resort wear. Top regional chefs will serve hot and cold appetizers while live music keeps things super cool. Our coastal venues provide the perfect oceanfront destination for this night of fantastic wine and food.

### BEACHSIDE WINE FESTIVAL



The quintessential California wine tasting experience – sun, sea, food, wine and music – all come together at each sun-splashed wine festival overlooking the award-winning beaches of our coastal destinations. This event gets under way at noon for VIP holders – and 1:00pm for regular ticket holders. Hundreds of premium California wines are served up along with the best of the regional craft brews and a dizzying variety of foods to sample including 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.

# 2024 EVENT SCHEDULE



*Dana Point,  
Orange County*

**APRIL 19-20**

*Sunset Rare & Reserve Tasting*  
Laguna Cliffs Marriott  
Resort & Spa  
Friday, April 19, 2024  
6:30-9pm  
Attendance - 600

*Beachside Wine Festival*  
Sea Terrace Park  
Saturday, April 20, 2024  
1-4pm (VIPs 12pm)  
Attendance - 2,700

Total Attendance - 3,300



*Carlsbad,  
San Diego*

**JUNE 28-29**

*Sunset Rare & Reserve Tasting*  
Park Hyatt Aviara  
Friday, June 28, 2024  
6:30-9pm  
Attendance - 500

*Beachside Wine Festival*  
Park Hyatt Aviara  
Saturday, June 29, 2024  
1-4pm (VIPs 12pm)  
Attendance - 2,500

Total Attendance - 2,500



*Santa Barbara,  
California*

**JULY 19-20**

*Sunset Rare & Reserve Tasting*  
Chase Palm Park Carousel House  
Friday, July 19, 2024  
6:30-9pm  
Attendance - 600

*Beachside Wine Festival*  
Chase Palm Park Great Meadow  
Saturday, July 20, 2024  
1-4pm (VIPs 12pm)  
Attendance - 2,700

Total Attendance - 3,300



*Huntington Beach,  
California*

**NOVEMBER 8-9**

*Sunset Rare & Reserve Tasting*  
Paséa Hotel & Spa Sapphire Ballroom  
Friday, November 8, 2024  
6:30-9pm  
Attendance - 500

*Beachside Wine Festival*  
Paséa Hotel & Spa  
Saturday, November 9, 2024  
1-4pm (VIPs 12pm)  
Attendance - 2,000

Total Attendance - 2,500

# DEMOGRAPHICS



## *Dana Point, Orange County*

- Total Attendance - 3,300
- Median age of festival guest: 47 years old
- Ticket buyers were 62% female, 38% male
- 63% of Festival attendees are married/partnered
- 53% of Festival visitors were from the Orange County area while 47% were non-local (25+ miles away)
- 65% of the guests had an annual household income of at least \$200,000, with 18% above \$300,000
- 75% own their home
- 38% household assets above \$1,000,000, 21% over \$3,000,000
- 84% with a college degree, 26% of those with a postgraduate degree
- 62% top management (CEO, President), executive or professionals (doctor, lawyers etc.)
- 43% of guests reported that they stayed and paid for accommodations for an average of 2 nights
- Top non-local states for visitation: Arizona, Oregon and Texas
- Out-of-town guests spent an average of \$425/pp during their stay, \$1,275/party (without accommodations)



## *Carlsbad, San Diego*

- Total Attendance - 2,500
- 47% of Festival visitors were from San Diego County area while 53% were non-local (25+ miles away)
- Median age of festival guest: 48 years old
- Ticket buyers were 61% female, 39% male
- 68% of Festival attendees are married/partnered
- 60% of the guests had an annual household income of at least \$200,000, with 29% above \$300,000
- 82% own their home
- 67% household assets above \$1,000,000, 33% over \$3,000,000
- 84% with a college degree, 26% of those with a postgraduate degree
- 70% top management (CEO, President), executive or professionals (doctor, lawyers etc.)
- 34% of guests reported that they stayed and paid for accommodations for an average of 2 nights
- Top non-local states for visitation: Colorado, New York, and Nevada
- Out-of-town guests spent an average of \$330/pp during their stay, \$990/party (without accommodations)



## *Santa Barbara, California*

- Total Attendance - 3,300
- 31% of Festival visitors were from the Santa Barbara County area while 69% were non-local (25+ miles away)
- Median age of festival guest: 45 years old
- Ticket buyers were 58% female, 42% male
- 69% of Festival attendees are married/partnered
- 48% of the guests had an annual household income of at least \$200,000, with 17% above \$300,000
- 67% own their home
- 45% household assets above \$1,000,000, with 20% over \$3,000,000
- 85% with a college degree, 27% of those with a postgraduate degree
- 61% top management (CEO, President), executive or professionals (doctor, lawyers etc.)
- 43% of guests reported that they stayed and paid for accommodations for an average of 2 nights
- Top non-local states for visitation: Texas, New York, and Colorado
- Out-of-town guests spent an average of \$400/pp during their stay, \$1200/party (without accommodations)



## *Huntington Beach, California*

- Total Attendance - 2,500
- 52% of Festival visitors were from Orange County area while 48% were non-local (25+ miles away)
- Median age of festival guest: 46 years old
- Ticket buyers were 66% female, 44% male
- 59% of Festival attendees are married/partnered
- 36% of the guests had an annual household income of at least \$200,000, with 15% above \$300,000
- 77% own their home
- 51% household assets above \$1,000,000, with 15% over \$3,000,000
- 80% with a college degree, 32% of those with a postgraduate degree
- 61% top management (CEO, President), executive or professionals (doctor, lawyers etc.)
- 43% of guests reported that they stayed and paid for accommodations for an average of 2 nights
- Top non-local states for visitation: Maryland, Texas and Arizona
- Out-of-town guests spent an average of \$425/pp during their stay, \$1,275/party (without accommodations)



## 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.

- Festival Program (on-site) - 2,000 or digital equivalent

### IN ADDITION, THE 2024 FESTIVAL WILL BE PROMOTED THROUGH:

- Social Media campaigns on Facebook (12,285 followers), Twitter (1,053 followers) and Instagram (7,048 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
- Web banner ads & eblast promotions with OCREstaurant.org, OrangeCoast.com, GoldenFoodieAwards.com, Santabarbaraca.com and many others
- Local, regional and national media partnerships with LA Times, San Diego Tourism Authority, OC Restaurant Association, Visit Huntington Beach, Visit Dana Point, Visit Santa Barbara, Visit Carlsbad, and more.
- Extensive public relations outreach
- Radio & online promotion/giveaways



# WHY BECOME A SPONSOR?

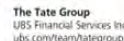
## A UNIQUE MARKETING OPPORTUNITY

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.)

## CURRENT & PAST SPONSORS





## TYPES OF SPONSORSHIPS

### CORPORATE SPONSORS

As a Festival Corporate Sponsor, your company will become one of the Festival's premier show-cased sponsors. Your company will be featured in the overall promotion of the Festival and 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."

### 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.



# SPONSORSHIP LEVELS



## TITLE SPONSORSHIP • \$25,000/FESTIVAL

- Sponsor is to be the sole Title Sponsor of the 2023 California Wine Festival. Sponsors name becomes part of event title in all references. (i.e. “Title Sponsor” 2024 California Wine Festival).
- Largest Hospitality Pavilion (approx. 20’ x 60’) at Beachside Wine Festival site. Pavilion logo banner included.
- Table space as required at Sunset Rare & Reserve Tasting
- 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 sponsored events
- 20 Sunset Rare & Reserve Tasting tickets
- 50 Beachside Fest VIP tickets
- 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 featured on the front cover of Festival program
- Full-page color (Back Cover) advertisement in the Festival program or digital equivalent.
- First right of refusal for the 2025 California Wine Festival



## DIAMOND SPONSORSHIP • \$15,000/FESTIVAL

- 20’ x 40’ Hospitality Pavilion at Beachside Wine Festival site. Draped tables (6), chairs (36), will be supplied. Pavilion logo banner included.
- Table space as required at Sunset Rare & Reserve Tasting
- 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
- 30 Beachside Fest VIP tickets
- 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, on-line 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 front cover of the Festival program.
- Full-page color (Key Position) advertisement in the Festival program or digital equivalent.
- First right of refusal for the 2025 California Wine Festival



## GOLD SPONSORSHIP • \$10,000/FESTIVAL

- 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 Sunset Rare & Reserve Tasting
- Gold Sponsor highlighted on monthly e-newsletter with logo and link to your site. (25,000 recipients)
- 8 Sunset Rare & Reserve Tasting tickets
- 15 Beachside Fest VIP tickets
- 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, on-line marketing, internet wine/food/festival calendars, winery tasting rooms and wine club newsletters.
- Logo displayed on all onsite event banners and signage.
- Full-page color advertisement in the Festival program or digital equivalent.



## SILVER SPONSORSHIP • \$5,000/FESTIVAL

- 10' x 20' Exhibit booth space at Beachside Wine Festival site.
- Table space as required at Sunset Rare & Reserve Tasting
- 6 Sunset Rare & Reserve Tasting tickets
- 10 Beachside Fest VIP tickets
- 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, on-line marketing, internet wine/food/festival calendars, winery tasting rooms and wine club newsletters.
- Logo displayed on all onsite event banners and signage.
- Half-page color advertisement in the Festival program or digital equivalent.



## BRONZE SPONSORSHIP • \$2,500/FESTIVAL

- 10' x 10' Exhibit booth space at Beachside Wine Festival site.
- 4 Sunset Rare & Reserve Tasting tickets
- 6 Beachside Fest VIP tickets
- 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, on-line marketing, internet wine/food/festival calendars, winery tasting rooms and wine club newsletters.
- Logo displayed on all onsite event banners and signage.
- Quarter-page color advertisement in the Festival program or digital equivalent.



## MULTI-EVENT SPONSOR DISCOUNTS

Sponsor 2 events and receive 5% off  
Sponsor 3 events and receive 10% off  
Sponsor 4 events and received 15% off

## CONTACT

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