CALIFORNIA WINE FESTIVAL

SPONSORSHIP INFORMATION

Dana Point
April 23-24, 2027

California
WINE FESTIVAL

Santa Barbara
July 16-17, 2027

Huntington Beach
October 15-16, 2027





EVENT OVERVIEW

The California Wine Festival is a showcase of California's premier wine and culinary professionals. Now, in its 24th year, each Festival showcases nearly 250 wines from over 60 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 chartable 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.

SANDY FEET INITIATIVE

sandyfeetoc.org

FOOD BANK SANTA BARBARA COUNTY

foodbanksbc.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

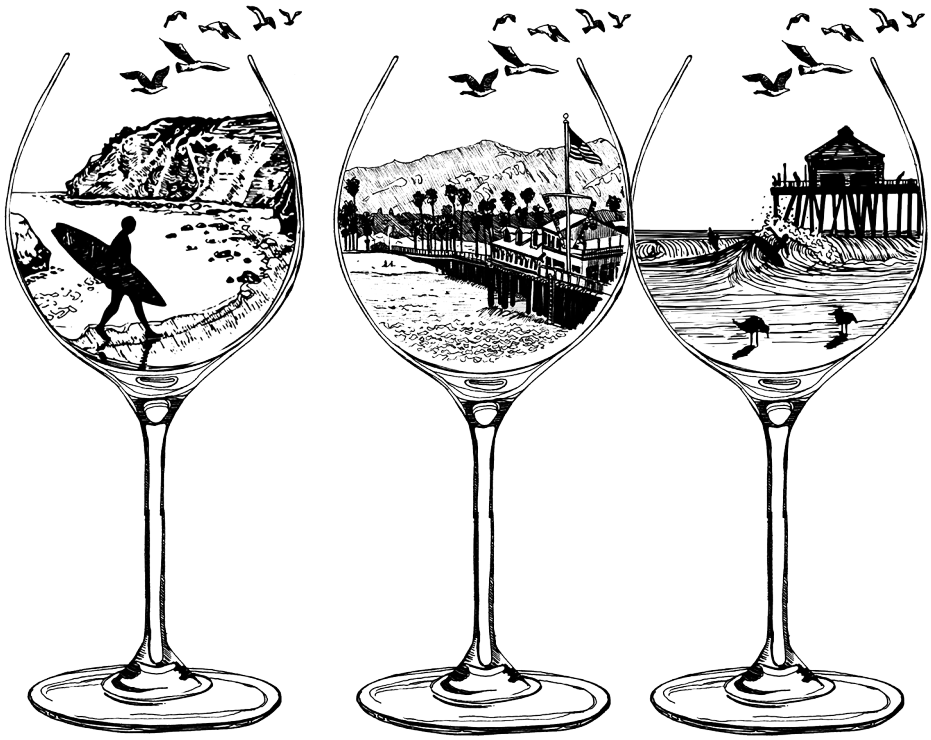
This is an elegant VIP event for true fine wine lovers. The limited number of tickets sell out quickly (due to the rarity of the wines being poured). A sparkling wine reception is just the prelude to an evening of sampling hard-to-find trophy wines, tasting room exclusives and limited production wines 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.

EVENT SCHEDULE



Dana Point, Orange County

APRIL 23-24

Sunset Rare & Reserve Tasting
Laguna Cliffs Marriott Resort
Friday, April 23, 2027
6:30-9pm
Attendance - 500

Beachside Wine Festival
Sea Terrace Park
Saturday, April 24, 2027
1-4pm (VIPs 12pm)
Attendance - 2,700

Total Attendance - 3,200

Santa Barbara, California

JULY 16-17

Sunset Rare & Reserve Tasting
Hilton Santa Barbara Beachfront Resort Friday, July 16, 2027
6:30-9pm
Attendance - 600

Beachside Wine Festival
Chase Palm Park Great Meadow
Saturday, July 17, 2027
1-4pm (VIPs 12pm)
Attendance - 2,700

Total Attendance - 3,300

Huntington Beach, California

OCTOBER 15-16

Sunset Rare & Reserve Tasting
Paséa Hotel & Spa Sapphire Ballroom
Friday, October 15, 2027
6:30-9pm
Attendance - 500

Beachside Wine Festival
Paséa Hotel & Spa
Saturday, October 16, 2027
1-4pm (VIPs 12pm)
Attendance - 2,000

Total Attendance - 2,500

DEMOGRAPHICS



Dana Point, Orange County

- Total Attendance - 3,200
- 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)



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, $1,275party (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

IN ADDITION, THE FESTIVAL WILL BE PROMOTED THROUGH:

- Social Media campaigns on Facebook (12,285 followers), Twitter (1,053 followers) and Instagram (12,148 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, 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

HEXCLAD HYBRID COOKWARE · Temecula Wines · DEFENDER · Penguin Random House · Ron Zacapa · Pesto Barilla · MIRAI · Total Wine & More · Sadie Rose Baking Co · BMW Encinitas · Lincoln · OCfoodies · Celebrity Cruises · Icelandic · bright · Welk Resorts · shopify · The Point Market · Traeger · Pacific City · Paséa Hotel & Spa · DoubleTree by Hilton · Bristol Farms · Pacific Premier Bank · Park Hyatt Aviara · UBS · The Tate Group UBS Financial Services Inc. ubs.com/team/tategroup · made·in · newair · DP Times · South Cove · Hilton · Gloria Ferrer · Kerrygold · Visit Huntington Beach · Green Flash Brewing Co · Andy Gump



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 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 2027 California Wine Festival. Sponsors name becomes part of event title in all references. (i.e. "Title Sponsor" 2027 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 or digital equivalent in the Festival program.
- First right of refusal for the 2028 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 or digital equivalent in the Festival program.
- First right of refusal for the 2028 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 or digital equivalent in the Festival program.



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 or digital equivalent in the Festival program.



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 Early Entrance 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 or digital equivalent in the Festival program.



MULTI-EVENT SPONSOR DISCOUNTS

Sponsor 2 events and receive 5% off
Sponsor 3 events and receive 10% off

CONTACT

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