



The 6th Annual
WINTER WINE CLASSIC

JANUARY 21, 2017

5-7:30PM
VIP's @ 4:00PM

THE PLAZA DEL SOL AT THE FESS PARKER -
A DOUBLETREE BY HILTON RESORT

THE Fess Parker
A DOUBLETREE BY HILTON RESORT

California

WINE FESTIVAL

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EVENT OVERVIEW

Event Overview

Santa Barbara, one of California's most luxurious and prestigious cities, will become the epicenter of California's wine world on Saturday, January 21, 2017. More than 40 of the state's ultra-elite wineries will gather at the oceanfront Plaza del Sol at The Fess Parker - A Doubletree by Hilton Resort from 4:00-7:30 pm to pour samples of their world-famous labels at the "6th Annual Winter Wine Classic."

Mission Statement

The mission of the California Wine Festival 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 Winter Wine Classic 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.



EVENT DESCRIPTION

Saturday, January 21, 2017 - 5-7:30pm

(VIPs 4:00PM)

The Fess Parker - A Doubletree by Hilton Resort

Santa Barbara, one of America's most beautiful cities and the capital of Southern California's wine country, will become the epicenter of the California wine world on Saturday, January 21, 2017. That's when one of the largest gatherings ever of the California's ultra-elite winemaking masters will assemble for the 6th annual "Winter Wine Classic" presented at the luxurious The Fess Parker- A Doubletree by Hilton Resort.

Tasting nearly 100 classic California wines of this legendary stature at one event is truly a rare chance for fine wine lovers to taste the very best all in one place. The event will include famous names from the wine world like Bernardus, Charles Krug, Chateau St. Jean, and Peju as well as artisan gold-medal producers such as Ahnfeldt, Beckmen, Grassini, and Tablas Creek who will pour their ultra-premium wines and delight of the hundreds of oenophiles in attendance.

A wide variety of delectable wine-worthy gourmet morsels will be paired and offered by some of the region's most notable chefs in this luxuriant wine and food celebration. Top Santa Barbara restaurants include Blush, VIVA Modern Mexican, Olio e Limone, Finch & Fork, Enterprise Fish Company and much more!

MARKETING OUTLINE

Digital, Print & Media Outlets:

The marketing campaign begins 4 months out and will utilize a cross selection of digital, print, radio, emarketing, social networking and flyers/ posters/banners to promote the Winter Wine Classic.

- Event Brochure (consumer) - 5,000
- Festival Poster - 500
- Festival Program (on-site) - 500

In addition, the 2017 Festival will be promoted through:

- Social Media campaigns on Facebook (8,800 fans), Twitter (969 followers) and Instagram (1616 followers)
- Online, Radio and Print Advertising
- Monthly Electronic Newsletter (12 x 22,000 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?

A Unique Marketing Opportunity

The Winter Wine Classic 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 hundreds 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.

DEMOGRAPHICS & IMPACT

Winter Wine Classic reaches the following people:

- 28% of Festival visitors were from the Santa Barbara County area while 72% were non-local (25+ miles away)
- Median Age of Festival attendees: 45 years old
- Typical Travel Party: 2 adults
- 72% of the guests had an annual household income of at least \$200,000, with 23% 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, Illinois, New York and Texas
- Out-of-town guests spent an average of \$300 per person during their stay, \$900 per party (not including accommodations)



TYPES OF SPONSORSHIPS

Corporate Sponsors

As a Corporate Sponsor, your company will become one of the Event's premier showcased sponsors. Your company will be featured in the overall promotion of the event 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

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** - \$5,000
(includes Gold Level Sponsorship benefits)
Company logo on 500 wine glasses
- **Official Tasting Plate** - \$5,000
(includes Gold Level Sponsorship benefits)
Company logo on 500 wine plates
- **Official Event Bag** - \$3,000
(includes Gold Level Sponsorship benefits)
Company logo on every bag handed out to attendees (500 bags)
- **Tickets - Advance/On-site** - \$2,500
(includes Silver Level Sponsorship benefits)
Company logo display on online ticket confirmation and paper tickets
- **Official Event Bracelet** - \$2,500
(includes Silver Level Sponsorship benefits)
Company logo printed on event bracelet

In-Kind Sponsors

In-kind contributions which add promotion or incentive to the Winter Wine Classic 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 SPONSOR • \$10,000

Benefits of this Sponsorship:

- Sponsor is to be the sole Title Sponsor of the 2017 Winter Wine Classic event in Santa Barbara. Sponsors name becomes part of Event title in all references. (i.e. “Title Sponsor” 2017 Winter Wine Classic - Santa Barbara)
- Title Level Sponsor highlighted on monthly e-newsletter with link to your site. (22,000 recipients)
- 10’ x 10’ Promotional space for your business.
- 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 displayed on web page with link to company website.
- Logo will be displayed on all event banners and signage on site.
- 14 Winter Wine Classic Event tickets.

GOLD SPONSORS • \$5,000

Benefits of this Sponsorship:

- Gold Level Sponsor highlighted on monthly e-newsletter with link to your site. (22,000 recipients)
- Corner location – Two 6” draped tables to promote company on January 21, 2017.
- 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 displayed on web page with link to company website.
- Logo will be displayed on all event banners and signage on site.
- 12 Winter Wine Classic Event tickets.



SILVER SPONSORS • \$2,500

Benefits of this Sponsorship:

- Silver Level Sponsor highlighted on monthly e-newsletter with link to your site. (22,000 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.
- Company listed on web page with link to company website.
- 6" draped table to promote company on January 21, 2017
- 8 Winter Wine Classic Event tickets.

BRONZE SPONSORS • \$1,000

Benefits of this Sponsorship:

- Bronze Level Sponsor highlighted on monthly e-newsletter with link to your site. (22,000 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.
- Company listed on web page with link to company website.
- 4 Winter Wine Classic Event tickets.



CONTACT

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