



## 7<sup>th</sup> Annual California Wine Festival Sponsorship Program Information July 15-16-17, 2010

### Sponsorship Opportunities

Evergreen Events LLC proudly presents its 7<sup>th</sup> annual California Wine Festival, a three-day outdoor celebration of fine wine and foods in Santa Barbara, CA - one of America's most beautiful cities. This midsummer 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, July 15, 2010 5:30 -8pm**

**Old Spanish Nights – Tapas & Wine Tasting** – This new and exciting event precedes Santa Barbara's world-famous "Old Spanish Days" Fiesta by a few weeks, and in the spirit of Fiesta, the night is charged with exciting Spanish music, passionate flamenco dancing, and spicy tapas appetizers. Santa Barbara County's finest wines will be spotlighted along with hot Spanish imports! Don't miss this festive upscale event!

**Friday, July 16, 2010 6:30 -9pm**

**"Sunset Rare & Reserve Wine Tasting"** - This is a VIP event for *true fine wine lovers*, set in one of Santa Barbara's most beautiful parks, with breathtaking views of the Santa Barbara coastline. The limited number of tickets (due to the rarity of the wines being poured) sell out quickly. A champagne reception is just the prelude to an evening of sampling hard-to-find trophy wines - some 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 sun sets over yachts and sailboats in the harbor just across the street.

**Saturday, July 17, 2010 – 11:30 am–4 pm – "Beachside Wine & Food Fest"** – 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 oceanfront park. By 11:30 am the joint is jumping at this Camelot-like 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, smoky BBQ'd meats, 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 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. (Net proceeds from raffle benefits The Foodbank of Santa Barbara County.)

## **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 Santa Barbara. Sponsors name becomes part of Event title in all references. (ie “Title Sponsor” 2010 California Wine Festival)
- Company logo on all Festival glassware – 2000 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 Santa Barbara 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 Santa Barbara for three days (July 15-18, 2010); three rooms, dbl. occpcy.
- 20 All-Event Gold Pass tickets
- 50 Beachside Fest VIP passes (Sat. July 17, 2010)
- Logo display in all print advertising, internet marketing, promotional brochures, festival programs, festival posters and other promotional materials. Local/regional media employed includes; LA Times, SB Passport, SB Seasons, Santa Barbara Magazine, SB News Press, SB Weekly Independent, SB Weekly Sound, Montecito Journal, Montecito Life, SB Axxess, SB Visitor & Tourist Bureau, SB Chamber of Commerce, 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 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 8th California Wine Festival – Santa Barbara.

## **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 – Santa Barbara.
- 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 Santa Barbara 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 Santa Barbara for three days (July 15-18, 2010); three rooms, dbl. occpcy.
- 15 All-Event Gold Pass tickets
- 30 Beachside Fest VIP passes (Sat. July 17, 2010)
- Logo display in all print advertising, internet marketing, promotional brochures, festival programs, festival posters and other promotional materials. Local/regional media employed includes; LA Times, SB Passport, SB Seasons, Santa Barbara Magazine, SB News Press, SB Weekly Independent, SB Weekly Sound, Montecito Journal, Montecito Life, SB Axxess, SB Visitor & Tourist Bureau, SB Chamber of Commerce, Internet wine/food/festival calendars, winery tasting rooms, wine club newsletters.
- Customized sponsor web page button on CWF website.
- Logo will be displayed on all event banners and signage
- Logo will be featured in the Festival program
- Full-page color advertisement in the Festival program.
- First right of refusal for the 8th California Wine Festival – Santa Barbara.

## **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 Santa Barbara events.
- Gold Level Sponsor highlighted on monthly e-newsletter with link to your site. (4,000 recipients)
- Deluxe hotel accommodations in Santa Barbara for three days (July 15-18, 2010); one room, dbl. occp.
- Logo display in all print advertising, internet marketing, promotional brochures, festival programs, festival posters and other promotional materials. Local/regional media employed includes; LA Times, SB Passport, SB Seasons, Santa Barbara Magazine, SB News Press, SB Weekly Independent, SB Weekly Sound, Montecito Journal, Montecito Life, SB Axxess, SB Visitor & Tourist Bureau, SB Chamber of Commerce, 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
- 1/2-page color advertisement in the Festival program.
- 8 All-Event Gold Pass tickets
- 25 Beachside Fest VIP passes (Sat. July 17, 2010)

## **SILVER LEVEL SPONSORSHIP \$5,000 or more**

### *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. Local/regional media employed includes; LA Times, SB Passport, SB Seasons, Santa Barbara Magazine, SB News Press, SB Weekly Independent, SB Weekly Sound, Montecito Journal, Montecito Life, SB Axxess, SB Visitor & Tourist Bureau, SB Chamber of Commerce, Internet wine/food/festival calendars, Winery tasting rooms, wine club newsletters.
- Logo will be displayed on all event banners and signage
- 1/2-page color advertisement in the Festival program.
- 4 All-Event Gold Pass tickets
- 12 Beachside Fest VIP passes (Sat. July 17, 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 Santa Barbara events.
- Logo display in all print advertising, internet marketing, promotional brochures, festival program, festival posters and other promotional materials. Local/regional media employed includes; LA Times, SB Passport, SB Seasons, Santa Barbara Magazine, SB News Press, SB Weekly Independent, SB Weekly Sound, Montecito Journal, Montecito Life, SB Axxess, SB Visitor & Tourist Bureau, SB Chamber of Commerce, 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. July 17, 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 \_\_\_\_\_ 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: \_\_\_\_\_