



## **2023 SPONSORSHIP INFORMATION**

**Harry Bridges Memorial Park  
@ The Queen Mary  
Long Beach, Ca**

**Saturday, June 3<sup>rd</sup>, 2023  
Sunday, June 4<sup>th</sup>, 2023**

**[www.lawinefest.com](http://www.lawinefest.com)**

The Harry Bridges Memorial Park in the Long Beach Harbor Area will welcome the 18th Annual LA WineFest back to its gorgeous location. The park is located on the Pier J waterfront facing Downtown Long Beach. The site was part of the parkland mitigation for the development of the Aquarium of the Pacific and Rainbow Harbor.



## HARRY BRIDGES MEMORIAL PARK



From eclectic neighborhoods to sandy beaches, Long Beach is an urban seaside playground 22 miles south of downtown Los Angeles. Long Beach boasts a major airport, the 2nd busiest seaport in the U.S., the LA Metro Blue Rail, and extensive ground transportation options.





# THE VIBE / SCENE



## DEMOGRAPHICS

- Age Range: 21-69
- 57% Female / 43% Male
- HHI: \$75K - \$400K
- 87% College Educated
- 65% are from LA County,
- 35% are from outside LA, including Orange County, San Diego, and beyond.



## PSYCHOGRAPHICS

- Prides itself on being “in the know”
- Makes annual travel plans
- Loves to shop, dine & drink out
- Entertains at home
- Is environmentally conscious
- Is socially conscious



# LA | WINEFEST<sup>SM</sup>

AN EXPLORATION OF TASTE







# LA WINEFEST<sup>SM</sup>

AN EXPLORATION OF TASTE



# 2023 LAWINEFEST

## THE 18<sup>TH</sup> YEAR OF LA'S SIGNATURE TASTING EVENT

### VIBRANT LOCATION

On the beautiful waterfront,  
with strong support from the  
City of Long Beach and other  
organizations.

### CROWD

Historically 6000-8000 attendees  
over the weekend. Diverse crowd,  
strong millennial presence  
- proven purchasing power.



### LIFESTYLE EXHIBITORS

Carefully curated artisan goods  
& gourmet goodies for sale  
with limitations on quantity from  
each product type.

### FOOD & GOODIES

Hip food trucks & restaurants  
selling meals, snacks & treats to  
enjoy while attending the fest.

### TASTINGS

Tastings, Wines, Artisan Breweries and Ciders.  
Boutique wines through internationally distributed brands represented.  
Online sales of products & club memberships allowed & encouraged.



# WHY BECOME A SPONSOR?

## A UNIQUE MARKETING OPPORTUNITY

The LAWineFest will provide exceptional exposure for their sponsors through a wide variety of media advertising, press coverage, email marketing, website exposure and on-site event visibility. Our upper echelon 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



Beverly Hills BMW  
A Sonic Automotive Dealership



Los Angeles  
MAGAZINE  
THE BEST OF LA

ROBERT MONDAVI  
DISCOVERWINE 



Long Beach Transit  
[www.lbt.org](http://www.lbt.org)

LA FAMIGLIA  
DELGROSSO  
ULTRA-PREMIUM PASTA LABEL



SUBZERO



Carnevale  
VENETIAN PALAZZO

LUMIFY®  
REDNESS RELIEVER EYE DROPS

PERFECT  
HYDRATION®

CAMBOZOLA

Harrah's  
Resort  
SOUTHERN CALIFORNIA  
AN ENTERPRISE OWNED BY THE HINOKI SAND OF LUISINO INDIANS

HOTEL  
MAYA  
A DOUBLETREE BY HILTON

DeLonghi  
Better Everyday



Hilton

DISGO  
DO FUN SH!T!

STELLA ARTOIS

Purely  
SEDONA  
ARTESIAN SPRING WATER



UBER



AMARO  
MONTENEGRO  
— 1885 —

RIEDEL  
THE WINE GLASS COMPANY 

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# EVENT MEDIA EXPOSURE



LONG BEACH POST



Los Angeles Times



# CHARITY BENEFICIARY

LAWineFest is proud to donate a portion of event proceeds to one or two hand-picked charities at each event.

Our 2023 beneficiaries will be announced soon.

Previous charities have included:



LOS ANGELES  
BOYS & GIRLS CLUB





# SPONSORSHIP LEVELS

Included Benefits	Presenting/ Grand Cru \$30K	Premier Cru \$20k	Grand Vin \$10K	Amis du Vins \$5K	Cuvee \$2.5K
<b>Display Space for Featured Product/ Service</b>	1 large or 2 smaller display spaces on event floor – sq ft TBD given nature of activation	1 display space on event floor – sq ft TBD given nature of activation	Double booth (20x10) - premium location	1 10x10 booth in premium location	1 10x10 booth
<b>Event Ticket Allocation</b>	30 tickets for both Saturday & Sunday, 60 total for weekend	20 tickets for both Saturday & Sunday, 40 total for weekend	10 tickets for both Saturday & Sunday, 20 total for weekend	6 tickets for both Saturday & Sunday, 12 total for weekend	2 tickets for both Saturday & Sunday, 4 total for weekend
<b>Social Media Presence</b> (on scheduled basis in months prior & post event; e-blasts to LA WineFest subscriber base)	2 dedicated eblasts – 1 before & after event ~ 6 branded Facebook, Instagram & Twitter posts	1 dedicated eblast  4 branded Facebook, Instagram & Twitter posts	3 brand mentions in Facebook, Instagram & Twitter posts	2 brand mentions in Facebook, Instagram & Twitter posts	1 brand mention in Facebook, Instagram & Twitter posts
<b>Name/Logo Placement:</b> event posters, post cards/fliers, website, banners, media outreach and event press releases	Premium placement as presenting sponsor in all / exclusivity in service/product field	Preferred placement	Preferred placement	Standard placement	Standard placement
<b>Event Program Ad Space</b>	Inside or back cover color ad	Two full-page color ad	One full-page color ad	One full-page color	One half-page color
<b>Reserved Parking Spaces</b>	3 per day	2 per day	1 per day	N/A	N/A

# ABOUT LAWINEFEST



*For additional sponsorship information, or to discuss a custom sponsorship package for either LAWineFest or Desert WineFest please contact:*

**Scherr Lillico, CEO/Fest Director**  
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**Charles Singleton, Sponsorship Director**  
Trelmage 562-786-0303  
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LAWineFest will celebrate it's 18th anniversary in June 2023. This popular event blazed a trail in LA to bring wine and wine lovers together in a fun, inviting and accessible way. Now a local institution, we're known to deliver a sun-kissed event that balances fun, exploration and education for over 7,000+ guests each year. It is also with great excitement that we announce the 1<sup>st</sup> annual Desert WineFest taking place over the last weekend of February 2023 in beautiful Palm Desert, CA.

LAWineFest was founded in 2005 by Dr. Joel M. Fisher, PhD after his countless years of traveling, writing, and educating the public about wine. In 2020, Dr. Fisher passed the reigns to Scherr Lillico, who had served as Fest Director for over 12 years. Ms. Lillico is a seasoned event producer with hundreds of black tie galas, concerts, golf tournaments and other events to her credit for over 30 years. She plans to continue to expand Dr. Fisher's dream of introducing wines of the world to the general public - one taste at a time!

[www.lawinefest.com](http://www.lawinefest.com)

