

A WINEFEST AN EXPLORATION OF TASTE

回税回

Harry Bridges Memorial Park @ The Queen Mary Long Beach, CA www.lawinefest.com Saturday, June 3rd, 2023 2pm – 6pm

Sunday, June 4th, 2023 1pm – 5pm



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.

HARRY BRIDGES MEMORIAL PARK

The Harry Bridges Memorial Park in the Long Beach Harbor Area will welcome the 18th Annual LAWineFest 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.





2023 LAWINEFEST THE 18TH 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.



TASTINGS

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

LIFESTYLE

EXHIBITORS

Carefully curated artisan

quantity from each

product type.

Hip food trucks &

snacks & treats to enjoy

while attending the Fest.

THE AUDIENCE A DESIRABLE CROWD



DEMOGRAPHICS

- Age Range: 21-69
- 57% Female / 43% Male
- HHI: \$75K \$400K
- 87% College Educated
- 68% are from LA County,
- 32% 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
- Environmentally conscious
- Socially conscious





















業











EVENT MEDIA EXPOSURE





IN GOOD COMPANY





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

MAKE A WISH





















REGISTRATION RATES

Deadline/Registration & Payment Schedule	Basic	Premium*	Boutique / VIP**
Fast Reflexes Registration (by 12/15/22)	\$150	\$250	\$100
Early-Bird Registration (by 2/15/23)	\$200	\$275	\$150
Advanced Registration (by 3/31/23)	\$225	\$300	\$200
Standard Registration (by 5/26/23)	Call for avails	Call for avails	Call for avails
2021-2022 Return Loyalty Discount	10%	10%	10%

OUR REGISTRATION RATES COVER PASS-THROUGH COSTS AND ABC FEES. We appreciate the marketing investment you make in us. Everyone receives: 10 x 10 display space | Table, chair & linens | White Garden Umbrella | Table signage | Ice & spit buckets | Fresh ice |listing in program & website | Table support – get spelled by volunteers versed in wine knowledge | General support – to help with load-in/out, keep area clean & ice fresh | 2 exhibitor badges per paid exhibit space | ABC paperwork management - ABC fees are included in registration fee.

***Premium Space:** - Exhibitors selecting this option can choose a high-traffic placement. Choices will be presented based on availability – a few weeks prior to Fest date.

****Boutique Wineries** – IN A DEDICATED GARDEN SPACE: Defined as annual production at/under 2500 cases. (Production will be verified.) Admission capped at 400 people/day. Limited spaces available.

PRINTED PROGRAM: Opportunity to "go home" with thousands of Festgoers - presenting your product, website, discount opportunities - Includes listing of all exhibitors, wineries, sponsors, and is handed out to all guests attending Fest. Program trim size is 4 1/4" wide x 10" tall.

Add-Ons	Price	Details
Electrical Outlets (110v)	\$100 each	Some restrictions – please detail usage needs
1/4 page program ad (B&W)	\$200	3.75" wide x 2.37" tall
1/2 page program ad (color)	\$400	3.75" wide x 4.75" tall
		3.75" wide x 9.5" tall
full page program ad (color)	\$750	Bleed ok (4.25" x 10")
Add'l exhibitor badges	\$40 each	Single day use
Add'l GA Tickets	\$40 each	Single day use



ABOUT LAWINEFEST



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 1st 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!

For additional beverage questions, please contact:

Scherr Lillico, CEO/Fest Director scherr@LAWineFest.com 818-994-4661 Chris Contopulos, Fest Coordinator office@LAWineFest.com 818-994-4661



www.lawinefest.com