



2024 SPONSORSHIP OPPORTUNITIES

LA | **WINEFEST**SM
AN EXPLORATION OF TASTE

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

**Saturday, June 1st, 2024
2:00pm – 6:00pm
&**

**Sunday, June 2nd, 2024
1:00pm – 5:00pm**

www.LAWineFest.com

LOCATION

The Harry Bridges Memorial Park in the Long Beach Harbor Area will welcome the 19th 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: 21-75
- 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



2024 LA WINEFEST THE 19TH YEAR OF LA'S SIGNATURE TASTING EVENT

CROWD

Historically 8000-9000 attendees over the two day event. Diverse crowd, strong millennial presence - proven purchasing power.

VIBRANT LOCATION

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



TASTINGS

California and International Wineries, Artisan Breweries and Ciders represented. Boutique wineries with limited production also showcased. Online sales of products & club memberships allowed and encouraged.

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.



WHY BECOME A SPONSOR?

A UNIQUE MARKETING OPPORTUNITY

The LA WineFest 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



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A Sonic Automotive Dealership



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AN EXPLORATION OF TASTE

EVENT MEDIA EXPOSURE



LONG BEACH POST

bon appétit



Los Angeles Times



LA WEEKLY



CHARITY BENEFICIARY

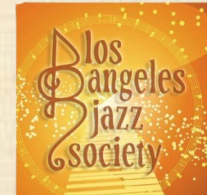
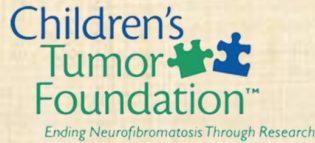
LAWineFest is proud to donate a portion of event proceeds to one or two hand-picked charities at each event.

Our 2024 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
Display Space for Featured Product/ Service	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
Event Ticket Allocation	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
Social Media Presence (on scheduled basis in months prior & post event; e-blasts to LAWineFest subscriber base)	2 dedicated eblasts – 1 before & after event ~ 5 branded Facebook, Instagram & Twitter posts	1 dedicated eblast 3 branded Facebook, Instagram & Twitter posts	1 dedicated eblast 3 brand mentions in Facebook, Instagram & Twitter posts	1 brand mention in Facebook, Instagram & Twitter posts
Name/Logo Placement: 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
Event Program Ad Space	Inside or back cover color ad	Two full-page color ad	One full-page color ad	One full-page color
Reserved Parking Spaces	3 per day	2 per day	1 per day	N/A

SPONSORSHIP / UNDERWRITING

Included Benefits	Presenting/ Grand Cru \$30K	VIP Garden Host \$20k	Stage Host \$10K
Display Space for Featured Product/ Service	Presence on the event floor – size TBD	(1) Priority 10x10 booth on the event floor	(1) 10x10 booth on the event floor
Event Ticket Allocation	30 tickets each for Saturday & Sunday, 60 total for weekend	20 tickets each for Saturday & Sunday, 40 total for weekend	10 tickets each for Saturday & Sunday, 20 total for weekend
Social Media Presence (on scheduled basis in months prior & post event; e-blasts to LAWineFest subscriber bast)	(2) Branded social media posts (2) Brand mentions (1) Dedicated eblast	(1) Dedicated eblast (2) Branded Facebook, Instagram & Twitter posts	(1) Dedicated eblast (2) Brand mentions in Facebook, Instagram & Twitter posts (1) Branded Facebook, Instagram & Twitter posts
Name/Logo Placement: 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 <i>*if confirmed by 4/1/24, logo will be included on 10,000 LAWineFest guest glasses</i>	Logo printed on 1,000 VIP wineglasses Signage at Garden entry Inclusion in fest banners	Signage on stage and inclusion in fest banners
Event Program Ad Space	Inside or back cover color ad	One full-page color ad	One full-page color ad
Reserved Parking Spaces	3 per day	2 per day	1 per day

ABOUT LAWINEFEST



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

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

LAWineFest will celebrate it's 19th anniversary in June 2024. 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 8,000+ guests each year. We are also excited to share our partnership with the OMNI Rancho Las Palmas Resort & Spa in Rancho Mirage, CA where in October 2023 we held the first Desert WineFest.

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 continues to expand Dr. Fisher's dream of introducing wines of the world to the general public - one taste at a time!

www.LAWineFest.com

