

LA

WINEFEST<sup>SM</sup>

AN EXPLORATION OF TASTE



**Saturday, June 1st, 2024**  
**2pm – 6pm**

**Harry Bridges Memorial Park**  
**@ The Queen Mary**  
**Long Beach, CA**  
**[www.LAWineFest.com](http://www.LAWineFest.com)**

**Sunday, June 2<sup>nd</sup>, 2024**  
**1pm – 5pm**

**2024 BEVERAGE INFORMATION**



# 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.**



# 2024 LA WINEFEST THE 19<sup>TH</sup> 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.



## 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

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.



# THE AUDIENCE

## *A DESIREABLE CROWD*

### 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







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# EVENT MEDIA EXPOSURE



LONG BEACH POST

bon appétit

Los Angeles Times



LA WEEKLY





# IN GOOD COMPANY



Beverly Hills BMW  
A Sonic Automotive Dealership

Carnevale  
VENETIAN PALAZZO



Los Angeles  
MAGAZINE  
THE BEST OF LA



Long Beach Transit  
www.lbt.com

ROBERT MONDAVI  
DISCOVERWINE



COLD  
Whipped  
LATTE

SUBZERO  
WOLF

CAMBOZOLA

LUMIFY®  
REDNESS RELIEVER EYE DROPS

ACQUA  
PANNA®  
TUSCANY

DEFENDER

S.PELLEGRINO

PEERLESS  
COFFEE & TEA

Hilton

Harrah's  
Resort  
SOUTHERN CALIFORNIA  
AN ENTERPRISE OWNED BY THE RINCON BAND OF LUISENO INDIANS



FRONTIER

HOTEL  
MAYA  
A DOUBLETREE BY HILTON

STELLA ARTOIS

PERFECT  
HYDRATION®



UBER

lyft

AMARO  
MONTENEGRO  
— 1885 —

RIEDEL  
THE WINE GLASS COMPANY



DeLonghi  
Better Everyday

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# 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**





# REGISTRATION RATES

Deadline/Registration & Payment Schedule	Basic	Premium*	Boutique / VIP**
Fast Reflexes Registration (by 12/15/23)	\$150	\$250	\$100
Early-Bird Registration (by 2/15/24)	\$200	\$275	\$150
Advanced Registration (by 3/31/24)	\$225	\$300	\$200
Standard Registration (by 5/24/24)	Call for avails	Call for avails	Call for avails
2022-2023 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)	\$150 each	<i>Some restrictions – please detail usage needs</i>
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
Full page program ad (color)	\$750	3.75” wide x 9.5” tall <i>Bleed ok (4.25” x 10”)</i>
Add'l exhibitor badges	\$40 each	Single day use
Add'l GA Tickets	\$40 each	Single day use



# ABOUT LA WINEFEST



*For additional beverage questions,  
please contact:*

LA WineFest will celebrate its 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.

LA WineFest 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](http://www.LAWineFest.com)

**Scherr Lillico, CEO/Fest Director**  
[scherr@LAWineFest.com](mailto:scherr@LAWineFest.com)  
818-994-4661

**Chris Contopulos, Fest Coordinator**  
[chris@LAWineFest.com](mailto:chris@LAWineFest.com)  
818-994-4661

