



**Saturday, September 12, 2026
12:00pm – 6:00pm**

**Sunday, September 13, 2026
1:00pm – 5:00pm**

**Los Angeles Equestrian Center
Hunt Field
480 W. Riverside Drive
Burbank, CA 91506**



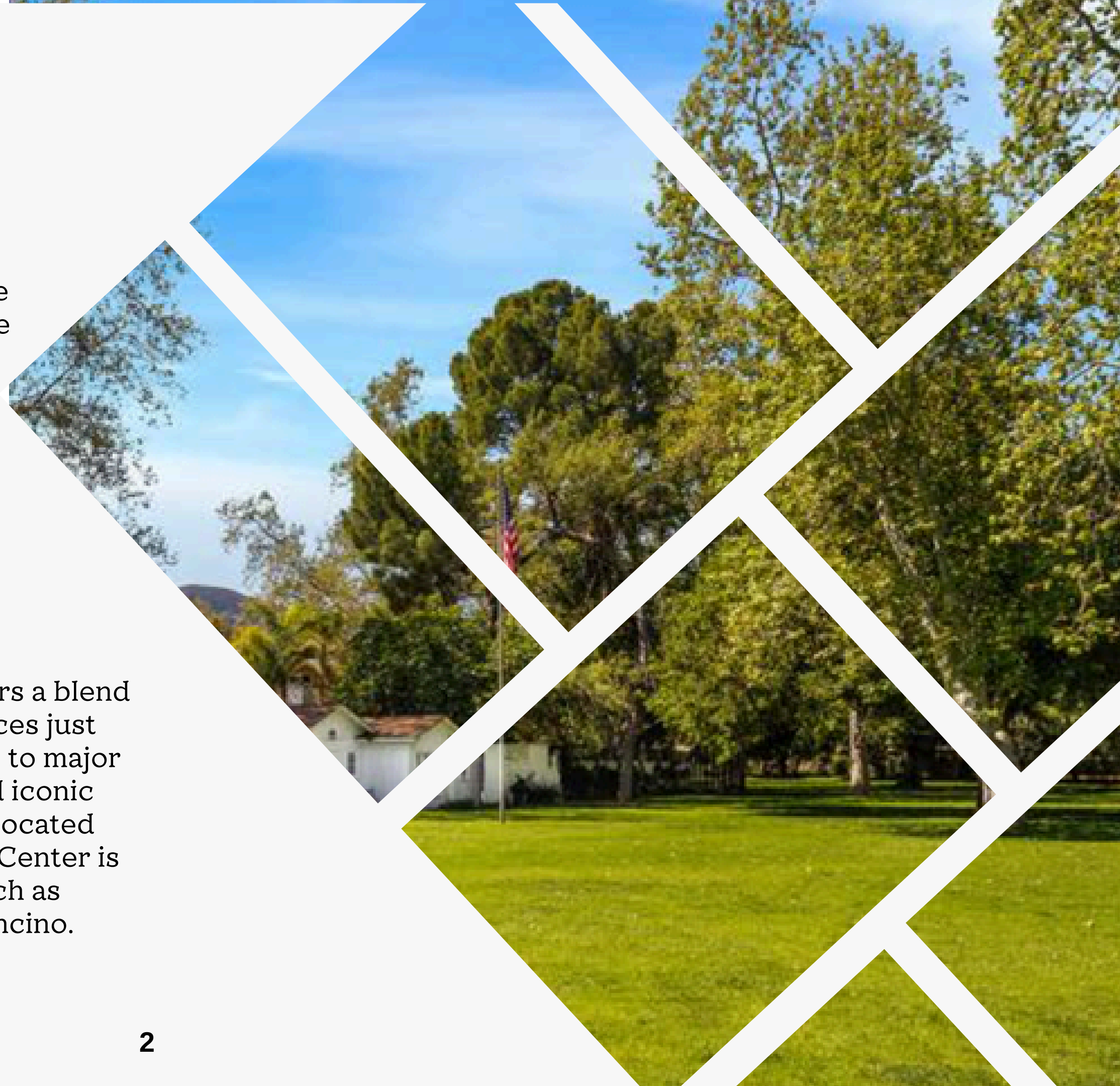
Sponsorship Information

THE SETTING

The 21st Annual LA WineFest will make its debut at the Los Angeles Equestrian Center in Burbank, bringing the festival to this celebrated venue this year. Set alongside the greenery of Griffith Park, the center offers wide-open grounds, natural shade, and a relaxed outdoor atmosphere for wine lovers!

Los Angeles Equestrian Center

Bordering the vast expanse of Griffith Park, Burbank offers a blend of studio culture, local charm, and scenic outdoor spaces just minutes from the heart of Los Angeles. The area is home to major film and television studios, vibrant dining districts, and iconic parkland that stretches across the foothills. Centrally located between the 5 and the 134 Freeways, the LA Equestrian Center is within a few miles of numerous residential areas such as Pasadena, Los Feliz, Hollywood, Sherman Oaks and Encino.



VIBRANT LOCATION

On the beautiful tree shaded grounds, where Hollywood glamour meets equestrian tradition.

CROWD

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

**2026 LAWINEFEST
THE 21st YEAR OF LA'S SIGNATURE
TASTING EVENT**

LIFESTYLE EXHIBITORS

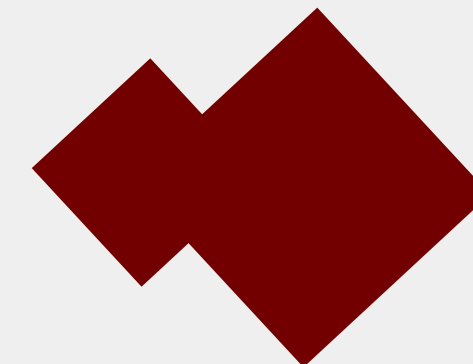
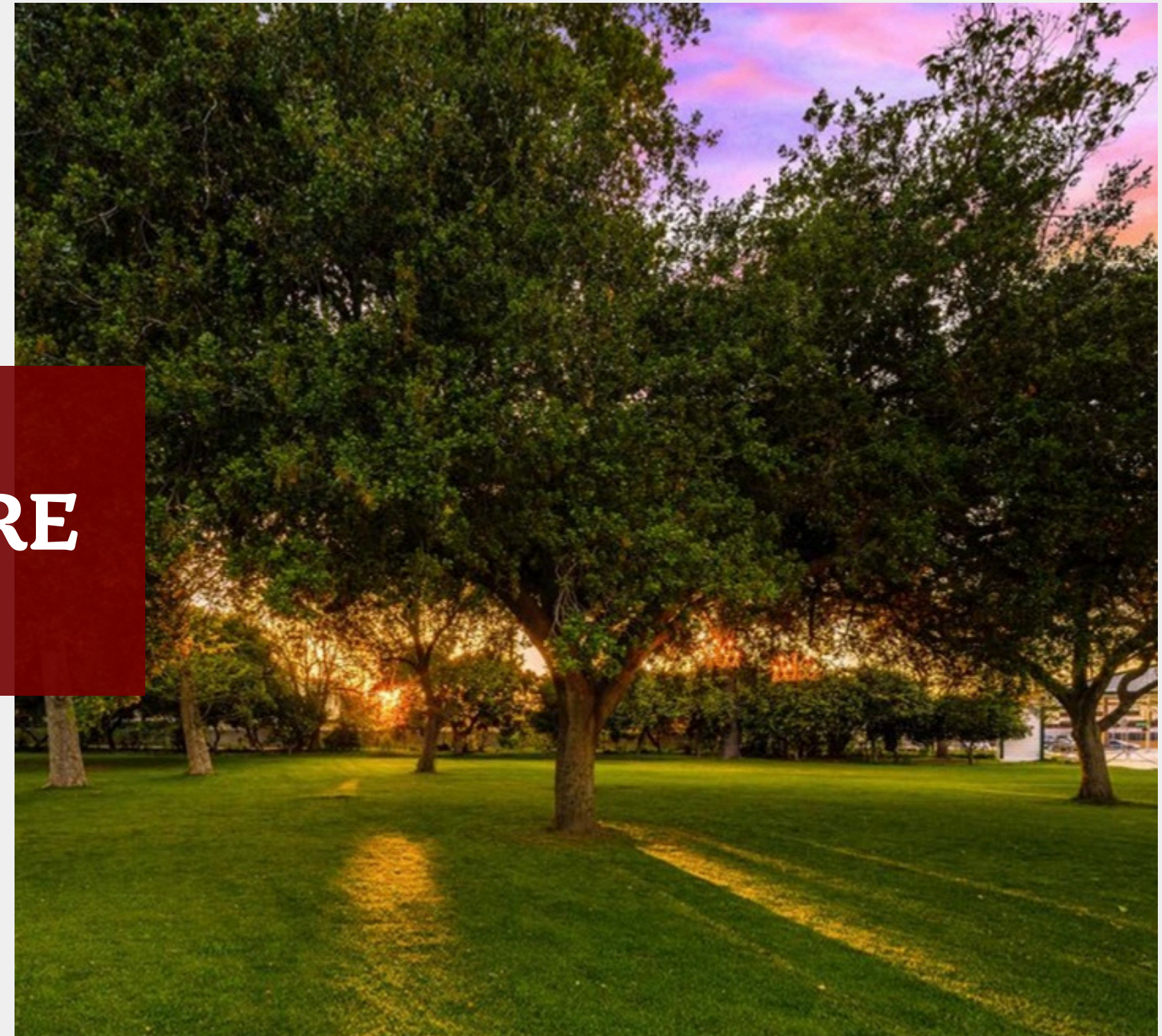
Carefully curated artisan goods & gourmet items for sale with limitations on quantity from each product type.

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. Premium & boutique wineries with limited production also showcased. Online sales of products & club memberships allowed and encouraged.





LA | WINEFESTSM

AN EXPLORATION OF TASTE



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, social media and on-site event visibility. Our upper echelon event attracts thousands of high demographic food and wine lovers who 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, your community involvement, and your support for a worthy charity - all at a popular regional event in one of America’s most popular counties.



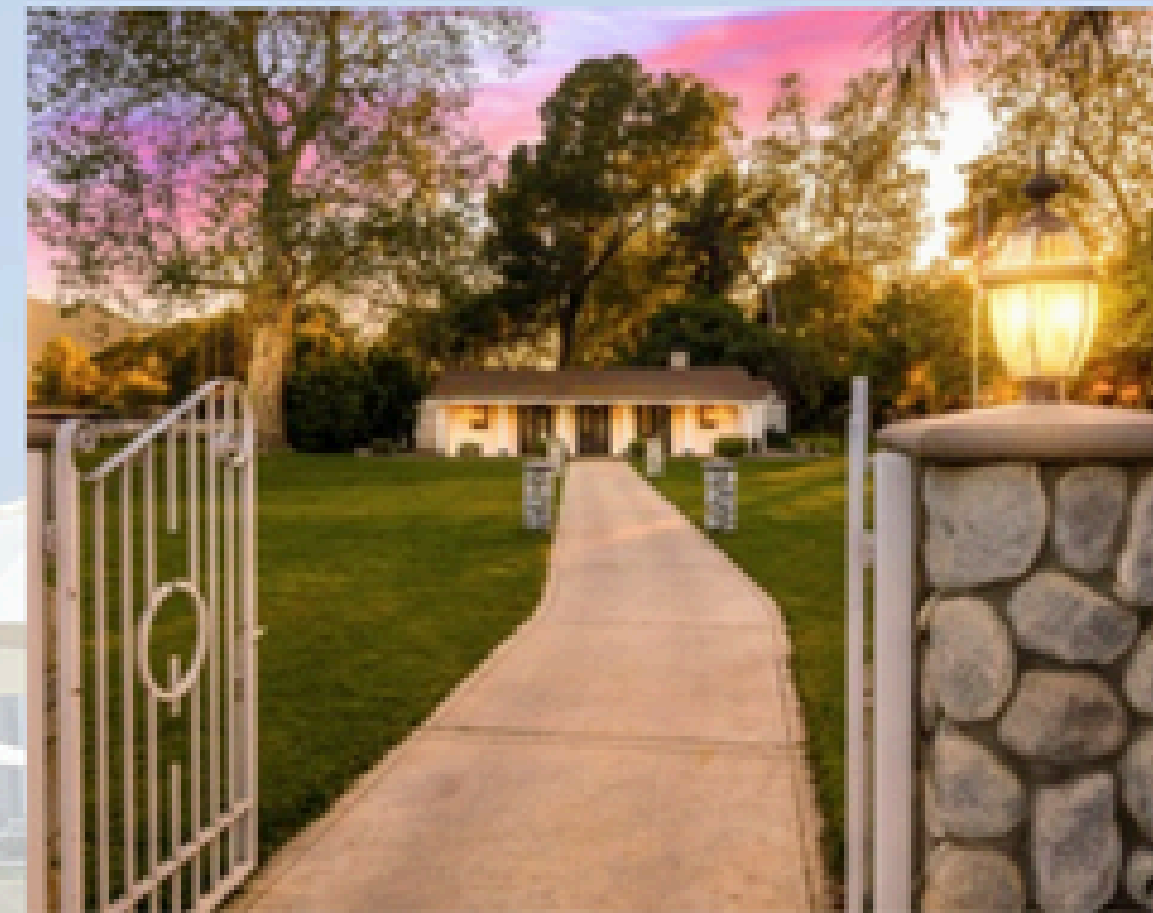
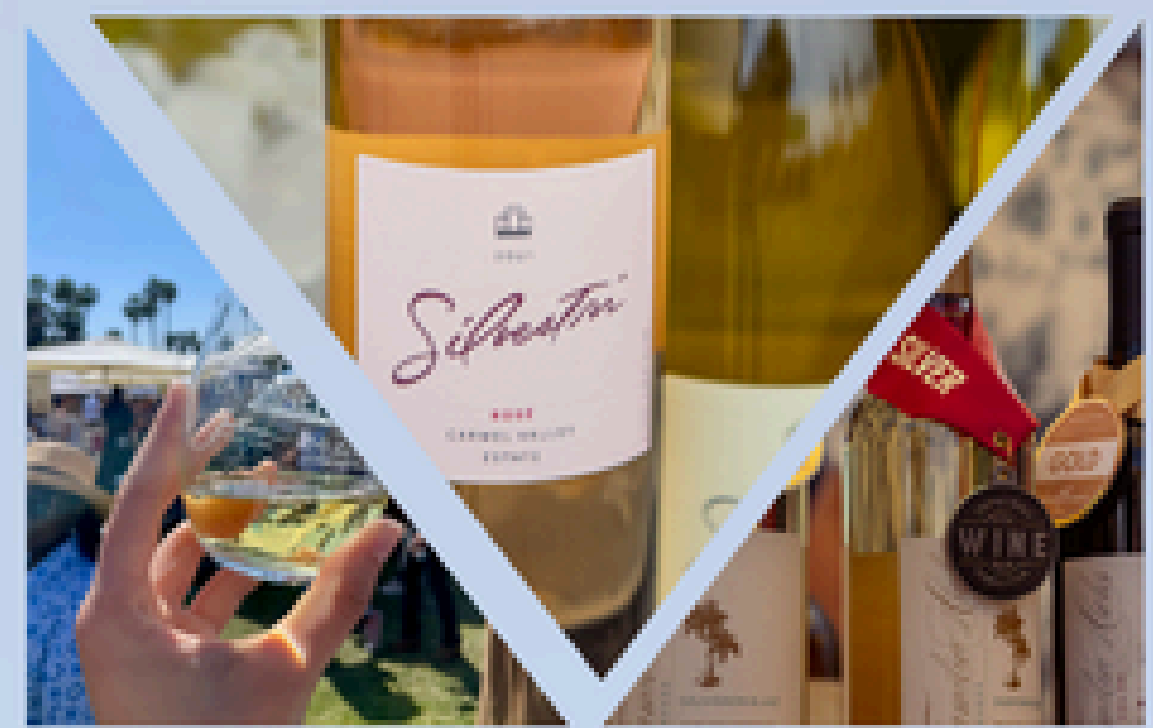
THE VIBE / SCENE

DEMOGRAPHICS

Age Range: 21-75
53% Female / 47% Male
Avg HHI: \$147.5
79% College Educated
67% are from LA County
33% are from outside LA
including
Orange County,
San Diego,
and beyond.

PSYCHOGRAPHICS

Enjoys both weekend getaways
and annual vacation trips
Loves to shop, dine
& drink out
Entertains at home often
Socially & environmentally conscious
Lives in the 20th most
diverse city in America





THE GARDEN



In 2015 we introduced the Boutique Garden to showcase wineries with limited production (under 2,000 cases per year). In 2023 we expanded the garden to include a few premium wines, and in 2024 incorporated additional premium wine pours, 'tasty bites' and more shade and seating. When an attendee purchases this special ticket for the 21st Anniversary Fest (limited to 400 each day), they are treated to a baker's dozen of Boutique wines, a few high-end wines from Napa and other growing regions, plus an assortment of tasty nibbles and charcuterie to enjoy with your special wine tastes. Guests can take a break from the general area, pick up their special Garden tasting glass, and relax under market umbrellas to break the summer sun - and know that a portion of their ticket benefits the 2026 charity.

As a sponsor of "The Garden," your logo will be included on the special tasting glass and napkins, as well as signage at entry; and special advance promotions.





LAND ROVER
PUENTE HILLS



DEFENDER



CURRENT & PAST SPONSORS



Beverly Hills BMW
A Sonic Automotive Dealership



EVENT MEDIA EXPOSURE

TELEVISION



RADIO



PRINT



CHARITY BENEFICIARY

LA WineFest is proud to donate a portion of the event proceeds to two hand-picked charities each year.

Our 2026 beneficiaries are the Los Angeles Boys & Girls Club and AHEAD With Horses.

Previous charities have included:



SPONSORSHIP LEVELS

Included Benefits	Presenting/ Grand Cru \$30K	Premier Cru \$20k	Grand Vin \$10K	Amis du Vins \$5K
Display Space for Featured Product/ Service	Presence on the event floor; size TBD	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 VIP tickets for both Saturday & Sunday, 60 total for weekend	20 tickets for both Saturday & Sunday (10 VIP & 10 GA), 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	VIP Garden Host \$20k	Stage Host \$10K	Additional Opportunities May Arise
Display Space for Featured Product/ Service	(1) Priority 10x10 booth on the event floor	(1) 10x10 booth on the event floor	TBD
Event Ticket Allocation	(10) VIP tickets each for Saturday & Sunday, (20) total for weekend	(10) tickets each for Saturday & Sunday, (20) total for weekend	TBD
Social Media Presence (on scheduled basis in months prior & post event; e-blasts to LAWineFest subscriber bast)	(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	TBD
Name/Logo Placement: event posters, post cards/fliers, website, banners, media outreach and event press releases	Logo printed on 1,000 VIP wineglasses Signage at Garden entry Inclusion in fest banners	Signage on stage and inclusion in fest banners	TBD
Event Program Ad Space	One full-page color ad	One full-page color ad	TBD
Reserved Parking Spaces	2 per day	1 per day	TBD

LAWineFest will celebrate its 21st anniversary in June 2026. 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 8,000+ guests each year. Many of our wineries and lifestyle exhibitors return year after year. We are also proud to have introduced our event to wine lovers across SoCal - in Rancho Mirage, Santa Clarita, Orange County, Hollywood and, for the last 6 years in Long Beach - at Fests throughout the years.



ABOUT LAWINEFEST



LAWineFest was founded in 2006 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 at that time served as Fest Director for over 13 years. Ms. Lillico is a seasoned event producer with hundreds of black tie galas, concerts, golf tournaments, film productions, 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!



We look forward to welcoming you to our 21st
Anniversary LAWineFest!

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

Scherr Lillico, CEO / Fest Director

818-994-4661

scherr@LAWineFest.com

Jeffrey Clark Fest Coordinator

818-994-4661

jeffrey@LAWineFest.com