LA WINEFEST℠

AN EXPLORATION OF TASTE

Celebrating 22 years

SATURDAY, **JUNE 12**, 2027

*12:00PM - 6:00PM*

SUNDAY, **JUNE 13**, 2027

*12:00PM - 6:00PM*

Los Angeles EQUESTRIAN CENTER

GRIFFITH PARK

**HUNT FIELD**

480 W. Riverside Drive
Burbank, CA 91506



# SPONSORSHIP INFORMATION



# The Setting

**The 22nd Annual LAWineFest will return to the Los Angeles Equestrian Center in Burbank.** 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.

# THE 22nd YEAR OF LA'S SIGNATURE TASTING EVENT

## 01. Vibrant Location

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

## 02. The Crowd

Historically 6,000–8,000 attendees over the 2-day event. Diverse crowd and strong millennial presence with proven purchasing power.

## 03. Lifestyle Exhibitors

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

## 04. Food & Goodies

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

## 05. 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.

## DEMOGRAPHICS

Age Range: 21 - 80
55% Female | 45% Male
Average HHI: $147,500
79% College Educated
70% from LA County
30% outside LA including OC, SD & beyond

## PSYCHOGRAPHICS

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






# Sponsorship

## UNIQUE MARKETING OPPORTUNITY

LAWineFest will provide exceptional exposure for 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 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', more shade, and seating.

When an attendee purchases this special ticket for the 22nd 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 or 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 for a break from the summer sun – and know that a portion of their ticket benefits our 2027 charities.

# Current & Past Sponsors















































































































# Event Media Exposure

## TELEVISION

- LOS ANGELES
- KTLA 5 LA's Very Own
- FOX 11 LOS ANGELES
- KCET
- CNN
- food network

## RADIO

- Audacy
- iHeart RADIO
- 790 KABC Talk Radio — Where Southern California Talks!
- SoCal News knx
- 94.7 THE WAVE
- 102.7 KIIS FM
- KOST 103.5 FM
- CRN DIGITAL TALK RADIO HD
- 955 KLOS
- 92.9 JACK FM

## PRINT

- Los Angeles MAGAZINE — THE BEST OF LA
- Wine Spectator
- LA WEEKLY
- LONG BEACH POST
- bon appétit
- PASADENA MAGAZINE
- Tasting Table
- Orange Coast MAGAZINE

# Charity Beneficiaries

LAWineFest is proud to donate a portion of event proceeds to 2 hand-picked charities each year.
**Our 2027 beneficiaries are Los Angeles Boys & Girls Club and AHEAD With Horses.**

Previous charities have included:

LOS ANGELES BOYS & GIRLS CLUB

AHEAD WITH HORSES

the YMCA

MAKE-A-WISH

SUNSHINE KIDS

City of Hope

RADD
The Entertainment Industry's Voice for Road Safety

Children's Tumor Foundation
Ending Neurofibromatosis Through Research

Los Angeles Jazz Society

BEYOND SHELTER
www.beyondshelter.org

FOOD FORWARD
FOODFORWARD.ORG

# 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 event floor; size TBD | 1 display space on event floor; sq. ft. TBD given nature of activation | 20′ x 10′ double booth in premium location | 10′ x 10′ booth in premium location |
| **EVENT TICKET ALLOCATION** | 30 VIP tickets each for Saturday & Sunday (60 total for weekend) | 20 tickets each for Saturday & Sunday (10 VIP & 10 GA) (40 total for weekend) | 10 GA tickets each for Saturday & Sunday (20 total for weekend) | 6 GA tickets each for 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 e-blasts (1 before & 1 after event) — 4 branded Facebook & Instagram posts | 1 dedicated e-blast — 3 branded Facebook & Instagram posts | 1 dedicated e-blast — 3 brand mentions in Facebook & Instagram posts | 1 brand mention in Facebook & Instagram post |
| **NAME/LOGO PLACEMENT** (event posters, post cards/fliers, website, banners, media outreach & event press releases) | Premium placement as presenting sponsor in all / exclusivity in service/product field & inclusion in PR | Preferred placement & inclusion in PR | Preferred placement | Standard placement |
| **EVENT PROGRAM AD SPACE** | Inside or back cover page ad | 2 full-page ads | 1 full-page ad | 1 full-page ad |
| **RESERVED PARKING SPACES** | 3 per day | 2 per day | 1 per day | 1 per day |

# Sponsorship / Underwriting

| INCLUDED BENEFITS | VIP GARDEN HOST **$20K** | STAGE HOST **$10K** | ADDITIONAL OPPORTUNITIES MAY ARISE |
|---|---|---|---|
| **DISPLAY SPACE FOR FEATURED PRODUCT / SERVICE** | Priority 10′ x 10′ booth on event floor | 10′ x 10′ booth on event floor by stage | TBD |
| **EVENT TICKET ALLOCATION** | 10 VIP tickets each for Saturday & Sunday (20 total for weekend) | 10 GA 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 base) | 1 dedicated e-blast — 2 branded Facebook & Instagram posts | 1 dedicated e-blast — 1 branded & 2 brand mentions in Facebook & Instagram posts | TBD |
| **NAME/LOGO PLACEMENT** (event posters, post cards/fliers, website, banners, media outreach & event press releases) | Logo printed on 1,000 VIP wineglasses Signage at Garden entry Inclusion in fest banners | Signage on stage Inclusion in fest banners | TBD |
| **EVENT PROGRAM AD SPACE** | 1 full-page ad | 1 full-page ad | TBD |
| **RESERVED PARKING SPACES** | 2 per day | 1 per day | TBD |

# About LAWineFest

**LAWineFest will celebrate its 22nd anniversary in June 2027.**
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.

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

**22ND ANNUAL** LA WINEFEST!

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

**Scherr Lillico**
**CEO / Fest Director**
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