

21ST ANNUAL BODEGA SEAFOOD, ART & WINE FESTIVAL AUGUST 29 & 30, 2015 SPONSORSHIP FACT SHEET

Join our festival family and become a sponsor of the Bodega Seafood, Art & Wine Festival; 21 years of delicious food, awesome wines and beers, excellent entertainment, stellar art and fine craft, and more!



☞ The festival features an array of food vendors, restaurants, and catering companies, with an emphasis on seafood.

☞ Over 50 wineries and breweries from throughout the county and beyond offer tastes in our Wine & Microbrew Tasting Tent. Our Wine Shop features wines being poured for sale by the bottle or case.

☞ 3 stages of entertainment are another big draw for the festival. The festival offers wonderfully diverse musical and non-musical entertainment throughout the weekend.

☞ A unique, juried selection of artists and craftspeople come from throughout California

and across the country to show and sell at this festival.

☞ The festival draws over 10,000 people over 2 days, and this is an intelligent, food, art and drink-loving crowd: many of whom are loyal festival followers. They come from Sonoma County and the greater Bay Area.

☞ The patrons are all ages, with a strong representation in the 35-60 range, 30% families, 20% seniors/retired, and more than 40% have income levels at or above \$100,000 per year.

☞ The site, less than a mile from Highway One and the Sonoma Coast, is well-known for being the location for the film "The Birds", an additional attraction for tourists.

☞ A portion of festival proceeds go to two coastal organizations: Stewards of the Coast & Redwoods, the non-profit working in conjunction with the region's State Parks and the Bodega Volunteer Fire Department.

☞ The event's strong reputation for overall quality is evidenced by the 70% of craftspeople and food vendors who return year after year, and the continued profitability and success of the event.

SPONSORSHIP DETAILS

Our sponsorship packages are designed to showcase your business to maximum effect.

- ☞ Your company's booth at the festival (sized according to sponsorship levels) in the Pavilion (entry/exit) Tent
- ☞ Opportunities for sampling or giveaways at booth or other locations throughout festival
- ☞ Opportunities for sponsorship of specific areas: Stages, Tasting Tent, Sponsor/Food Product Tent
- ☞ Your company's logo on Wine and Microbrew Tasting Punch Card: (5500+ people enjoyed the tasting in 2014)
- ☞ Your Company's logo in festival Marketing Campaign: This includes 40,000 festival postcards with an 18,000 person direct mail campaign, festival poster: 1500 posted in Sonoma and Marin Counties, print advertising in multiple publications, as well as movie theater advertising, Constant Contact Email Marketing Campaign, heavy Facebook promotions, and our colorful festival program.
- ☞ Your Company's name included in Radio Campaign on multiple local and out of area stations
- ☞ Your Company's logo and link on festival website and on festival Facebook page
- ☞ Your Company's Promotional Banners placed strategically at festival
- ☞ Passes for Hospitality Area, food and drink provided all weekend
- ☞ VIP tickets, passes for Wine & Microbrew Tasting, festival food and festival merchandise

Sponsorship Packages range from \$1,000 to \$5,000. Let us create a package for your company.

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