



## The Rotary Club of Ojai-West Foundation's 30<sup>th</sup> Annual Ojai Wine Festival

Dear Vintner,

The Rotary Club of Ojai-West Foundation, a 501(c)(3) non-profit organization, cordially invites you to pour your exceptional wines at the 30<sup>th</sup> Annual Ojai Wine Festival, Sunday, June 12<sup>th</sup> 2016 at Lake Casitas from 11:30 am – 4:00 p.m. Gates open at 11:30 am for V.I.P. admission and 12:00 p.m. for General Admission.

Discover why Sunset magazine voted Ojai as one of the top five towns in the West for food and wine. Our wine festival overlooks beautiful Lake Casitas in the Ojai Valley. The breathtaking lake views harmonized with delicious foods, live music, dancing, distinctive crafts and regional artwork will provide an idyllic venue to showcase your wines to eager wine enthusiasts. We have over 4000 patrons attend our event annually.

### Benefits of pouring at the Ojai Wine Festival:

- [ Your winery is featured on our website at: [www.ojaiwinefestival.com](http://www.ojaiwinefestival.com) on our participating Wineries Page with a hyperlink to your website
- [ Your Winery is mentioned on our social media pages with information and pictures you provide with a link to your website. **We need your logo (300 dpi), small write up of your winery and website address.**
- [ Your winery is featured in our Event Guide that gets handed out to all the attendees at the event, is included as an insert in the Ojai Valley News the week before the event and gets distributed to area hotels and retail establishments and a digital copy is featured on [www.ojaiwinefestival.com](http://www.ojaiwinefestival.com) & [www.OjaiValleyNews.com](http://www.OjaiValleyNews.com).
- [ This year we have The Sommelier Company at the event to judge participating wineries' wines on the 100-point scale. They will be listing Gold, Silver and Bronze level participating winners.
- [ We have a new event phone application which highlights all the wineries with the wines they are pouring. Patrons can link to your website page where you can sell your wine. This is a great way to collect interested patrons information for your wine clubs and e-blasts. You can offer a special discount code to track wine sales.
- [ Each winery receives a special discount code to share with their wine club members for purchasing Ojai Wine Festival tickets.

Each winery is asked to please donate to our very successful Silent Wine Auction. Examples of donations are: bottles of wine, a winery tour, a special tasting or unique item from your winery. The Silent Wine Auction is a perfect way to promote your winery and is featured in our Event Guide that is given to all ticketholders as well as on our website. Silent auction items must be sent into our office no later than May 28<sup>th</sup>.

Our 60-winery booths fill up quickly as our event is extremely popular so sign up promptly! If you wish to attend, please RSVP no later than April 15<sup>th</sup>, 2016 using the registration form on the winery page of our website at <http://ojaiwinefestival.com/wineries-breweries/wineries/>. The deadline for this information is April 1, 2016. Upon receiving your registration form, we will send you a confirmation letter regarding the day of the event. Each winery is asked to donate four cases of wine for each area of the festival they participate in (Main Tasting Area and/or VIP Lounge.) There are no winery registration fees; tickets are not required for participating wineries.

Your contribution to our event helps raise proceeds for the Rotary's many worthy causes such as: the American Red Cross, financial aid for public schools, hospitals, homeless shelters and educational scholarships, as well as our Educational Boat Tours on Lake Casitas to enrich environmental science programs in the public schools. Additionally, we support international clean drinking water projects and donate funds to provide Polio Vaccines worldwide as well as numerous other valuable international projects. For more information about our Rotary projects please visit [www.rotaryojaiwest.org](http://www.rotaryojaiwest.org). We look forward to seeing you at our 30<sup>th</sup> Annual Ojai Wine Festival!

Sincerely,  
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