

Ojai Wine Festival



Celebrating 32 Years of Fine Wine and Philanthropy

Sunday June 10th, 2018 12 – 4 p.m.

About the Ojai Wine Festival

In 1987, the Rotary Club of Ojai-West launched a small wine-tasting event to bring fine wine and craft beer together for Ojai Valley residents. Now in its 32nd year, the Ojai Wine Festival has grown into a regionally recognized signature fundraising event that attracts over 4,000 people from Northern, Central, and Southern California. All proceeds directly support various charitable causes including the science based Rotary Floating Classroom, Nordhoff High School "Service Above Self" Scholarships, the English as a second language Project in Nicaragua and the worldwide Polio Eradication Project.

Spread along the shoreline of picturesque Lake Casitas, the Ojai Wine Festival has evolved into one of Southern California's premier beverage tasting experiences. Every year, over 60 wineries and 35 breweries participate, along with a selection of local restaurants, caterers, and fine arts and crafts vendors. The atmosphere is enhanced by a steady stream of live music and complimentary boat rides on the Rotary Floating Classroom. Guests can shop for one of a kind gifts, or bid on bottles of fine wine, private tasting parties, VIP winery tours, and other luxury items at the annual Silent Auction.

Your sponsorship provides an opportunity for you to align your brand with the Ojai Wine Festival and its local and international charitable causes and gain recognition in a high-end audience of consumers from the Ventura, Santa Barbara, and Los Angeles county markets. A professional, comprehensive, and highly visual marketing plan has been developed to reach today's complex consumer and promote the event and its supporting organizations. Strategic marketing efforts include radio and print advertising, an integrated social media and web campaign, and targeted public relations outreach.

The Ojai Wine Festival's marketing and promotions campaign is developed and executed by Consortium Media Services, a brand development agency based in Ventura, CA. Consortium's award-winning body of work includes local, regional, and national clients in both the non-profit and commercial sectors. They have combined their 27 years of expertise and media-buying experience to create a highly effective and engaging marketing and promotional campaign designed to reach a complex consumer and drive event attendance.

In 2017, Consortium's integrated campaign resulted in over \$247,514 in public relations value for the Ojai Wine Festival and its sponsors. Additionally, the comprehensive social media campaign reached 268,217 *unique* Facebook users, resulting in enhanced brand exposure for the festival and its supporting partners. Ojai Wine Festival sponsors enjoy unique opportunities for brand development and exposure that can be tailored to meet the publicity needs of your individual company or business.

Sponsor recognition opportunities vary based on commitment level and apply to cash sponsorships only. Please review the following packages for details:

Sponsorship Packages

All Benefits Apply to Cash Sponsors Only

** Returning sponsors of 10 years or more receive a "Founding Sponsor" icon on their event guide ad to recognize their commitment to the festival **

10,000 Title Sponsorship "The Rotary Club of Ojai-West Presents the 32nd Annual Ojai Wine Festival sponsored by (Your Name Here)"

Limited to One Sponsor

- Your company name/logo included as Title Sponsor on all promotional, advertising, and on-site materials:
 - 5,000 postcards
 - 250 posters
 - Print ads in local and regional publications
- Complimentary one-page ad in event guide**
- Recognition as Title Sponsor in all festival press releases and media outreach efforts
 - Press list includes over 200 local and regional news organizations and publications
 - Minimum of 8 releases per festival
 - 6 custom social media posts published on the Ojai Wine Festival Facebook page between April 1, 2018 and June 10, 2018
- Logo on top banner of www.OjaiWineFestival.com, with active link to your company's website
- Most prominent logo placement on Sponsor page of festival website, with active link to your company's website
- Logo placement on banners displayed at event entrance
- Complimentary 12' X 12' vendor space at the festival
- On-stage sponsor recognition throughout festival
- Early VIP event admission for 10 people and 5 free parking passes
- 20% Discount code to share with clients on pre-sale General Admission tickets





\$7,500 Wineglass Sponsor

Limited to One Sponsor

Your company name/logo exclusively printed on one side of all 2018 keepsake festival wine glasses.

- Your company name/logo included on promotional, advertising, and on-site materials:
 - 5,000 postcards
 - 250 posters
 - Print ads in local and regional publications
- Complimentary one-page ad in event guide**
- Sponsor recognition in all festival press releases and media outreach efforts
 - Press list includes over 200 local and regional news organizations and publications
 - Minimum of 5 releases per festival
 - 4 custom social media posts published on the Ojai Wine Festival Facebook page between April 1, 2018 and June 10, 2018
- Logo on bottom banner of www.OjaiWineFestival.com, with active link to your company's website
- Logo placement on Sponsor page of festival website, with active link to your company's website
- Logo placement on Sponsor "Thank you" banner displayed at event entrance
- Complimentary 12' X 12' vendor space at the festival
- On-stage sponsorship recognition throughout festival
- Early VIP event admission for 8 people and 4 free parking passes
- 20% Discount code to share with clients on pre-sale General Admission tickets

\$5,000 Gold Sponsorship

Limited to Three Sponsors

- Your company name/logo second most prominent on promotional, advertising, and on-site materials:
 - 5,000 postcards
 - 250 posters
 - Print ads in local and regional publications
- Complimentary one-page ad in event guide**
- Sponsor recognition in festival press releases and media outreach efforts
 - Press list includes over 200 local and regional news organizations and publications
 - Minimum of 3 releases per festival
 - 2 custom social media posts published on the Ojai Wine Festival Facebook page between April 1, 2018 and June 10, 2018
- Logo on bottom banner of www.OjaiWineFestival.com, with active link to your company's website
- Second most prominent logo placement on Sponsor page of festival website with active link to your company's website
- Logo placement on sponsor "Thank you" banner displayed at event entrance
- Complimentary 12' X 12' vendor space at the festival
- On-stage sponsorship recognition throughout festival
- Early VIP event admission for 6 people and 3 free parking passes
- 20% Discount code to share with clients on pre-sale General Admission tickets

\$2,500 Silver Sponsorship

Limited to Five Sponsors

- Your company name/logo included on promotional, advertising, and on-site materials:
 - 5,000 postcards
 - 250 posters
 - Print ads in local and regional publications
- Complimentary ½ page ad in event guide**
- Logo on bottom banner of www.OjaiWineFestival.com, with active link to your company's website.
- Logo placement on Sponsor page of festival website, with active link to your company's website.
- Logo placement on sponsor "Thank you" banner displayed at event entrance
- Complimentary 12' X 12' vendor space at the festival
- Early VIP event admission for 4 people and 2 free parking passes
- 20% Discount code to share with clients on pre-sale General Admission tickets



\$2,500 Ticket Sponsorship

Limited to One Sponsor

Your company name/logo exclusively printed on all online 2018 festival tickets. Logo and text to be provided by sponsor, with consideration of available space and ticket layout.

- You company name/logo included on promotional, advertising, and on-site materials:
 - 5,000 postcards
 - 250 posters
 - Print ads in local and regional publications
- Complimentary ½ page ad in event guide**
- Logo on bottom banner of www.OjaiWineFestival.com, with active link to your company's website.
- Logo placement on Sponsor page of festival website, with active link to your company's website.
- 20% Discount code to share with clients on pre-sale General Admission tickets
- Logo placement on sponsor "Thank you" banner displayed at event entrance
- Early VIP event admission for 4 people and 2 free parking passes

\$2,500 Wristband Sponsorship

Limited to One Sponsor

- Your company name/logo exclusively printed on the General Admission and VIP Admission wristbands for 2018 event. Logo to be provided by sponsor, with consideration of available space and wristband layout.
- You company name/logo included on promotional, advertising, and on-site materials:
 - 7,000 postcards
 - 250 posters
 - Print ads in local and regional publications
- Complimentary ½ page ad in event guide**
- Logo on bottom banner of www.OjaiWineFestival.com, with active link to your website.
- Logo placement on Sponsor page of festival website, with active link to your website.
- Logo placement on sponsor "Thank you" banner displayed at event entrance
- Placement of your company provided banner in the main ticketing area at event
- Your choice of Early VIP event admission for 4 people and 2 free parking passes OR 10 General Admission tickets and 5 parking passes
- 20% Discount code to share with clients on pre-sale General Admission tickets

\$1,500 Bronze Sponsorship

Limited to Six Sponsors

- Your company name listed on promotional, advertising, and on-site materials:
 - 5,000 postcards
- Complimentary ¼ page ad in event guide**
- Company name listed bottom banner of www.OjaiWineFestival.com, with active link to your company's website
- Company name listed on Sponsor page of festival website, with active link to your company's website.
- Company name listed on sponsor "Thank you" banner displayed at event entrance
- Event General Admission for 8 People and 4 free parking passes

\$1,000 Community Supporter Sponsorship

- Your company name listed on the following promotional, advertising, and on-site materials:
 - Company name listed on 5,000 postcards
 - Complimentary ¼ page ad in event guide**
 - Company name listed on bottom banner of www.OjaiWineFestival.com.
 - Company name listed on Sponsor page of festival website , with active link to your company's website
 - Company name listed on Sponsor "Thank you" banner displayed at event entrance
 - Event General Admission for 6 People and 3 free parking passes

\$750 Event Supporter

- Your company name listed on the following event materials:
 - Company name listed on 5,000 postcards
 - Company name listed on Sponsor page of festival website, with active link to your company's website.
- Event General Admission for 4 people and 2 free parking passes

\$350 Event Contributor

- Your company name listed on the following event materials:
 - Company name listed on 5,000 postcards
 - Company name listed on Sponsor page of festival website, with active link to your company's website.
- Event General Admission for 2 people and 1 free parking pass

** Returning sponsors of 10 years or more receive a "Founding Sponsor" icon on their event guide ad to recognize their commitment to the festival.**



Event Demographics

Over the last 32 years, the Ojai Wine Festival has built a loyal following of returning patrons from all over Southern and Central California. It attracts an affluent audience from Ventura County, western Los Angeles County, Santa Barbara County, and the Central Coast. Attendees average between 21 and 79 years of age, and many families attend the inclusive event. Most patrons come for the entire day, bring blankets and chairs, and enjoy a relaxing afternoon on the shores of Lake Casitas.

Ticket sales are boosted through outreach to social clubs that help promote the event. These clubs include Rotary clubs, the Blue Thong Society, Red Hat Society, The Parrot Heads, Women and Wine, The Young Winos, and other wine meet-up groups. The Ojai Wine Festival is also promoted in local lodging newsletters and publications as well as the Ojai Visitors Bureau and Chamber of Commerce.

The following visual displays the geographic locations of ticket purchasers who purchased their tickets online and paid with credit cards or checks in 2017:



Ojai Wine Festival Social Media

The Ojai Wine Festival Facebook page has over 3,000 page fans, the majority of whom are women between the ages of 35 and 55 who reside in Ventura and Los Angeles Counties. During the 2017 festival season (February 1 – June 30), the Ojai Wine Festival Facebook page reached 268,217 *unique* Facebook users, and generated 434,280 impressions with its custom content.



Ojai Wine Festival Press

The Ojai Wine Festival has been exceedingly press worthy over the past 31 years. In 2017, press outreach garnered over 7,000,000 impressions from residents in Ventura and Los Angeles Counties. Paid advertising equivalency topped \$247,514 during the festival season, making it the most press worthy festival since the integration of Consortium Media.



Show Your Support

Fun and fundraising go hand-in-hand at these local events.

JUNE

June 11: In the cool, cool, cool of the evening, dance by a lake to the music of local bands, dine on top-notch cuisine, and indulge in craft beer and fine wine to help raise money for international humanitarian projects at the 31st annual **OJAI WINE FESTIVAL**. It's the primary fundraising effort of the Rotary Club of Ojai-West. Taking part are more than 60 award-winning wineries and the makers of 35 national



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YOU'LL WANT TO PUT THIS ON YOUR CALENDAR

Summer means it's time to wine and dine, even more so than normal. And even though summer isn't official until June 20, we still consider the Ojai Wine Festival to be one of the best events of the summer on June 11. With some 60 wineries, 25 premium beers and micro-brews, and 10 of Ojai's best restaurants, it's considered one of the biggest in the



IT'S OJAI & THE SUMMER IS EASY

The 31st Annual Ojai Wine Festival on June 11 takes place from noon to 4 p.m. at beautiful Lake Casitas. Enjoy a summer Sunday afternoon listening to live music and sipping on a variety of wines from more than 60 wineries. Beer lovers will find some premium craft beers and microbrews. This Rotary Club of Ojai-West fundraiser features a VIP Lounge and a silent wine auction, food, live music and dancing, arts and crafts vendors and free boat rides. Get tickets at OjaiWineFestival.com or call 800.648.4848 for details.

Sippin' in the sun at Ojai Wine Festival



The hottest celebration on the lake

Jun 7, 2017 | Nancy D. Leakes Staffer, VC Unlocked



Ojai Wine Festival takes place on Sunday, June 11, at Lake Casitas.

With over 60 wineries and some of the area's best restaurants duking up premier fare, the Ojai Wine Festival is the place to be for foodies and wine connoisseurs. Beautiful Lake Casitas is the setting for the annual celebration put on by the Rotary Club of Ojai-West, and this year is expected to be bigger, and better, than ever. "The VCP image is much larger size," says Angela Mey, the festival's executive director. "It seems a hundred more people were, and we've enlarged the size of the photo and canopy."

The VCP image is right on the label, and while all the festival's food is top quality, VCP guests enjoy an exclusive selection of appetizers, courtesy of Salsara, Masella and La Pita Bella Taverna, to enjoy with specially selected wine, beer and spirits.

There needs to be a VCP to enjoy every day of the wonderful days the Ojai Wine Festival has to offer.



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JUNE 11 A sunny spot by the lake, live music, dancing, hors d'oeuvres, and a glass of wine: You're invited to Ojai's annual celebration of the grape. This year includes the first formal judging by the Santa Barbara Organization of Sommeliers; more than 60 California wineries vie for top honors. Feel free to bring a picnic basket full of your favorite food for wine pairing, plus blankets and chairs.

Agreement for Sponsorship
32nd ANNUAL OJAI WINE FESTIVAL

Benefiting the charity giving programs of the Rotary Club of Ojai West Foundation

A California 501(c)(3) nonprofit corporation, EIN# 20-0606432

Sponsoring Company: _____

Company Name for Publication: _____

Address: M/S-Suite#: _____

City: _____ State: _____ Zip Code: _____

Company Website Address: _____

Telephone: () _____ Fax: () _____

Primary Contact: Title: _____

E-Mail: _____

Marketing/Advertising Contact & Title: _____

Name: _____ Title: _____

Phone: () _____ Email: _____

Please indicate Sponsorship Level:

Title Sponsor - \$10,000

Wristband Sponsor \$2,500

Wineglass Sponsor - \$7,500

Bronze Sponsor \$1,500

Gold Sponsor - \$5,000

Community Supporter Sponsor \$1,000

Silver Sponsor - \$2,500

Event Supporter - \$750

Ticket Sponsor - \$2,500

Event Contributor - \$35

The Sponsor fee is for promotional items outlined in the Sponsorship Prospectus per sponsorship level.

Please make all checks payable to Rotary Club of Ojai West Foundation and mail to: Ojai Wine Festival, Attn: Angela May, PO Box 1501, Ojai, CA 93024. For sponsors donating \$2500 and above, please email a 300 DPI or higher resolution jpg, eps or png-formatted logo with a short company description to: Angela@OjaiWineFesitval.com and Jamie@consortium-media.com.

We accept that the Sponsor fee is for promotional items outlined in the Sponsorship Prospectus and agree to pay the total sum of \$_____ as the sponsorship fee. A check in this amount is enclosed with this application.

I, the undersigned, am a duly authorized representative of company so noted.

Authorized Signature: _____ Date: _____

Printed Name: _____ Title: _____

To ensure maximum level of sponsorship recognition, this form and your donation check must be received by March 10, 2018.

Questions and inquiries may be directed to: Jim Halverson, Club Sponsorship Manager, (805) 794-2505 or OjaiDukeDoc@gmail.com or Angela May, Executive Director at (805) 646-3794 or Angela@OjaiWineFestival.com.