



ABOUT THE *Ojai Wine Festival*

The Ojai Wine Festival has been contributing to our local community since 1987. Presented by the Rotary Club of Ojai West Foundation, the Ojai Wine Festival has grown into a renowned regional fundraising event attracting over 5,000 people from Northern, Central, and Southern California.

The Rotary Club of Ojai West Foundation's charitable projects focus on improving education, aiding with women and children's health, and supporting activities that enrich the lives of area youth. Fitting examples of important projects include our science based Rotary Floating Classroom, Third Grade Dictionary Project, Nordhoff High School's "Service Above Self" scholarships for graduating seniors and the Girl's Empowerment Workshop. Significant international projects include Grace Center for Girls in Zambia, Go Care's English as a second language program in Nicaragua and the worldwide fight to end the dreaded disease Polio.

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, an abundance of wineries and breweries participate, along with a dazzling silent auction, a fantastic selection of local restaurants, caterers, fine arts and crafts vendors.

Your sponsorship provides an opportunity for you to align your brand with the Ojai Wine Festival and its esteemed local and international charitable causes to gain the recognition of our high-end audience 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 to promote the event and its supporting organizations. Strategic marketing efforts incorporate radio, print advertising, an integrated social media and web campaign, targeted public relations outreach as well as legacy media.

Ojai Wine Festival sponsors enjoy unique opportunities for brand development plus 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 33rd 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:
 - 7,000 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, 2019 and June 10, 2019
- Logo on top banner of OjaiWineFestival.com, with 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 2019 keepsake festival wine glasses.

- Your company name/logo included on promotional, advertising, and on-site materials:
 - 7,000 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, 2019 and June 10, 2019
- Logo on bottom banner of OjaiWineFestival.com, with 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:
 - 7,000 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, 2019 and June 10, 2019
- Logo on bottom banner of OjaiWineFestival.com, with 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:
 - 7,000 postcards
 - 250 posters
 - Print ads in local and regional publications
- Complimentary ½ page ad in event guide**
- Logo on bottom banner of OjaiWineFestival.com, with 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 2019 festival tickets. Logo and text to be provided by sponsor, with consideration of available space and ticket layout.

- Your 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 OjaiWineFestival.com, with link to your company's website.
- Logo placement on Sponsor page of festival website, with 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 OR 10 General Admission tickets and 5 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 2019 event. Logo to be provided by sponsor, with consideration of available space and wristband layout.
- Your 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 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

\$2,000 Partner Sponsorship

Limited to Three Sponsors

- Your company name/logo included on promotional, advertising, and on-site materials:
 - 7,000 postcards
 - 250 posters
 - Print ads in local and regional publications
- Complimentary ¼ page ad in event guide**
- Logo placement on sponsor "Thank you" banner displayed at event entrance
- Logo on bottom banner of www.OjaiWineFestival.com, with link to your company's website.
- Logo placement on Sponsor page of festival website, with link to your company's website.
- Early VIP event admission for 4 people and 2 free parking passes
- Placement of your company provided banner in the main ticketing area at event



\$1,500 Bronze Sponsorship

Limited to Six Sponsors

- Your company name listed on promotional, advertising, and on-site materials:
 - 7,000 postcards
- Complimentary ¼ page ad in event guide**
- Company name listed bottom banner of 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 7,000 postcards
 - Complimentary ¼ page ad in event guide**
 - Company name listed on bottom banner of 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 7,000 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 7,000 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 33 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 2018:



Ojai Wine Festival Social Media

The Ojai Wine Festival Facebook page has more than 3,200 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 2018 festival season (February 1 – June 30), the Ojai Wine Festival Facebook page reached 247,339 unique Facebook users, and generated 806,355,280 impressions with its custom content.



Ojai Wine Festival Press

The Ojai Wine Festival has been exceedingly press worthy over the past 33 years. In 2018, press outreach garnered over 3,000,000 impressions from residents in Ventura and Los Angeles Counties.

Press outreach for the 32nd Annual Ojai Wine Festival Was disseminated in 2 tiers. Tier 1 included an event brief sent to all regional event listings for online and print publications. Tier 2 included an in-depth announcement about wineries, breweries, and vendors participating. It also included an overview of the Rotary of Ojai-West's charity work. Many publications also featured the Ojai Wine festival on their social media pages for instance; Santa Barbara Magazine.

Earned media valued in paid advertising equivalency for 2018 was valued at \$197,386.



NOTABLE

Press

CLIPPINGS



Enjoy Vino, Good Vibes at the Ojai Wine Festival

Visit, buy a bottle, and support the area as it continues to recover from the Thomas Fire.

By Alysia Gray Painter

Published at 8:08 PM PST on Jun 5, 2018



Photo: Don a bottle and support the area as it continues to recover from the Thomas Fire on Saturday, June 28.



June 10
OJAI WINE FESTIVAL
Ojai Celebrates the season's best
Dine to support local wineries
More than 60 wineries and 10 craft
breweries team up to support
local small businesses and
wineries affected by the Thomas
Fire. Celebrate with local
dishes and live music play all
day. ojaiwinefestival.com
https://www.805living.com/805_living_june_2018



10
THE 32ND ANNUAL
OJAI WINE FESTIVAL
South Santa Ana Road
Enjoy 60 wineries, more than 250
selections of wine, a selection of 25 craft
brews and live entertainment in one
beautiful lakeside location. For full
information or group rate pricing,
please visit ojaiwinefestival.com.



WINE PICK OJAI WINE FESTIVAL



WINE: Sunday, June 10, noon - 4 pm
WINE: Lakeside Community Center - 11011 Santa Ana Road, Ventura
COST: \$10-\$15, \$10-\$15
Ojai Wine Festival is a celebration of the local wine industry and the community's support for local wineries.

Indulge in a beautiful backdrop of wine and beer, take home local wines, learn to love music, shop for
crafts in the local hub and a great location. Don't forget to bring a designated driver or use a ride
share.
<https://www.kpcc.com/2018/06/07/2018-annual-ojai-wine-festival-features-local-wine-makers/>

Agreement for Sponsorship

33rd 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

☐ Wineglass Sponsor - \$7,500

☐ Gold Sponsor - \$5,000

☐ Silver Sponsor - \$2,500

☐ Ticket Sponsor - \$2,500

☐ Wristband Sponsor - \$2,500

☐ Partner Sponsor \$2,000

☐ Bronze Sponsor \$1,500

☐ Community Supporter - \$1,000

☐ Event Supporter - \$750

☐ Event Contributor - \$350

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@OjaiWineFestival.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, 2019.

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, cell # (805) 798-7902 or Angela@OjaiWineFestival.com.