



Dear Vintner,

The Rotary Club of Ojai-West Foundation, a 501(c)(3) non-profit organization (EIN#20-0606432) cordially invites you to pour your exceptional wine portfolio at the 34th Annual Ojai Wine Festival, Sunday, June 14th 2020 at Lake Casitas from 11:00 am – 4:00 p.m. Gates open at 11:00 am for V.I.P. and Premier General Admission and 12:00 p.m. for General Admission.

Our wine festival overlooks beautiful Lake Casitas in the Ojai Valley. The breathtaking lake views harmonized with delicious foods, live music, dancing, VIP Lounge, silent auction, distinctive crafts and regional artwork will provide an idyllic venue to showcase your wines to eager wine enthusiasts. We have over 3500 patrons attend our event annually.

There are no fees to pour at the Ojai Wine Festival. We ask that you please bring at least 4 cases of wine to pour (you can take what remains at the end of the event back to your winery) and that you donate a \$50 value or higher item to our silent auction. Upon receiving your registration form, we will send you a confirmation letter regarding event day. Tickets are not required for participating wineries and you may have up to six pourers at the event.

Benefits of pouring at the Ojai Wine Festival include:

- 1) Winery name on Ojaiwinefestival.com's Wineries page with winery website link
- 2) Winery name/logo, website address & brief write up in the Event Guide which is circulated to:
 - a) 3000+ drinking patrons at the event
 - b) 12,000 copies as an insert in the Ventura County Star Newspaper
 - c) 1000 copies to local restaurants, hotels and retail establishments two weeks before the festival
- 3) By attending the longest running wine festival in Ventura County, your winery can become part of a prestigious event. Nominated annually for Best of Ventura County by the VC Reporter for Best Charity Event and Best Food & Drink Festival as well as for Best Annual Festival and Best Charity Organization in Ojai by the Ojai Valley News.

- 4) Your Silent Auction item is listed in the Event Guide's Silent Auction pages with credit to your winery. It is also listed on the website's silent auction page with winery website link.
- 5) Our event has the type of customer base you crave. Over the last 34 years, the Ojai Wine Festival has built a loyal following of returning patrons attracting 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.
- 6) It's the perfect opportunity for your winery to show off your portfolio to 3500+ discerning wine connoisseurs and sign them up for your wine club or place an order for wines.
- 7) Share a 10% discount code on Ojai Wine Festival admission tickets with your wine club members and staff.
- 8) You can join in the Free Wine Judging by Certified Sommeliers: The Sommelier's of the American Riviera
 - a) Now in its 5th year, the Ojai Wine Festival Wine Awards makes for beneficial publicity. Certificate Award Winner's results are presented on [Ojaiwinefestival.com's](http://Ojaiwinefestival.com) Wine Judging page for one year and then archived with winery website link so you can refer to the awards you receive for many years.
 - b) The team of sommeliers will complete a grading sheet for each wine, and will issue a score on the 100-point scale on event day. Gold, Silver and Bronze certificates will be awarded. Rules and details will be sent to you after your winery registration is received.
 - c) Award winners will be announced at the event with Certificates mailed out to the award winners.
- 9) A free post on the Ojai Wine Festival Facebook & Instagram Pages with your winery website link-artwork must be received by April 15th. (300 dpi in jpg, pdf or png format).
 - a) Our Facebook page has more than 4,000 Page Fans, the majority of whom are women between the ages of 35 and 55 who reside in Ventura and Los Angeles Counties.
 - b) During the 2019 festival season (February 1 – June 30), the Ojai Wine Festival Facebook page reached 467,691 unique Facebook users, and generated 623,625 impressions with its custom content.
- 10) Align your brand with the many esteemed charitable projects of the Rotary Club of Ojai West Foundation, Inc. - a 501(c)(3) non-profit organization (EIN#20-0606432) and contribute to our principal fundraiser.

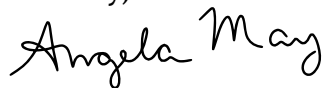
The Foundation's charitable projects focus on improving education, aiding with women and children's health, and supporting activities that enrich the lives of area youth. Fitting examples of important projects include our science based Rotary Floating Classroom, Third

Grade Dictionary Project, Nordhoff High School's "Service Above Self" scholarships for graduating seniors and the Girl's Empowerment Workshop.

Our international project will focus on Polio Plus, the worldwide fight to end the paralyzing disease Polio. For more information about our Rotary projects visit <https://portal.clubrunner.cal2844>.

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 15th, 2020 using the registration form on the winery page of our website at <https://ojaiwinefestival.com/2020-wineries/registration/>. We hope to see you at our 34th Annual Ojai Wine Festival!

Sincerely,



Angela May

Executive Director & Winery Coordinator

The Annual Ojai Wine Festival

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