

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, Inc. the Ojai Wine Festival has grown into a renowned regional fundraising event attracting over 2,000 people from Northern, Central, and Southern California.

The Rotary Club of Ojai West Foundation's charitable projects focus on improving education, aiding low-income families, 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 free Ojai Community Summer Band Concerts. There is so much good work being done in our valley, we have chosen to assist Help of Ojai, Ojai Unified School District, and Secure Beginnings during Covid.

The Rotary of Ojai West Foundation, Inc., supports many worldwide projects fostered by the international Rotary Foundation. These projects help protect the environment and drinking water, support peace, implement education programs, improve women's and children's health, combat poverty and fight diseases like [eradicating polio](#) worldwide. Every year our Rotary club donates to Polio Plus: the worldwide fight to eradicate poliomyelitis.

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 an enticing silent auction, a wine judging conducted by sommeliers, a fantastic selection of food trucks, and 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

\$10,000 Title Sponsorship

"The Rotary Club of Ojai-West Presents the 34th 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:
 - 3,000 postcards
 - 250 posters
 - Print ads in local and regional publications
 - Title Sponsor on Ticket sales website order page
- Recognition as Title Sponsor in a festival press brief and media outreach effort
 - Press list includes over 200 local and regional news organizations and publications
 - Minimum of 1 press brief.
 - 6 custom social media posts published on the Ojai Wine Festival Facebook page between April 1, 2022, and June 10, 2022. Value \$3,000.
- 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
- Company name or logo placement on Ojai Wine Festival's entrance banner and top placement on the Thank you to our Sponsor's banner
- Complimentary 12' x 12' vendor space at the festival
- On-stage sponsor recognition throughout festival
- Event admission for 28 people and 14 free parking passes
- 10% 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 2022 keepsake festival wine glasses.

- Your company name/logo included on promotional, advertising, and on-site materials:
 - 3,000 postcards and 250 posters
 - Ojai Wine Festival's Sponsor "Thank you" banner displayed at event entrance
 - Print ads in local and regional publications
 - Prominently on ticket sales website order page
- Placement of your company provided banner in the main ticketing area at event
- Complimentary 12' x 12' vendor space at the festival
- Sponsor recognition in one festival press brief release and media outreach efforts
 - Press list includes over 200 local and regional news organizations and publications
 - One press brief.
 - 4 custom social media posts published on the Ojai Wine Festival Facebook page between April 1, 2022, and June 14, 2022. Value \$2,000
- 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
- Complimentary 12' x 12' vendor space at the festival
- On-stage sponsorship recognition throughout festival
- Early event admission for 20 people and 10 free parking passes
- 10% 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:
 - 3,000 postcards and 250 posters
 - Print ads in local and regional publications
 - Prominently on Ticket sales website order page
 - Ojai Wine Festival's Sponsor "Thank you" banner displayed at event entrance
- Placement of your company provided banner in the main ticketing area at event
- Complimentary 12' x 12' vendor space at the festival

\$5,000 Gold Sponsorship (continued)

- Sponsor recognition in festival press release brief and media outreach efforts
 - Press list includes over 200 local and regional news organizations and publications
- 2 custom social media posts published on the Ojai Wine Festival Facebook page between June 1, 2022, and June 14, 2022, Value \$1,000.
- Logo on bottom banner of OjaiWineFestival.com, with link to your company's website
- Third most prominent logo placement on Sponsor page of festival website with active link to your company's website
- Complimentary 12' x 12' vendor space at the festival
- On-stage sponsorship recognition throughout festival
- Event admission for 16 people and 8 free parking passes
- 10% Discount code to share with clients on pre-sale General Admission tickets

\$3,000 Ticket Sponsorship

Limited to One Sponsor

Your company name/logo exclusively printed on all online 2022 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:
 - 3,000 postcards and 250 posters
 - Print ads in local and regional publications
 - Ticket Sponsor on ticket sales website and on all printed tickets
 - Ojai Wine Festival's Sponsor "Thank you" banner displayed at event entrance
- Placement of your company provided banner in the main ticketing area at event
- Complimentary 12' x 12' vendor space at the festival
- 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.
- 10% Discount code to share with clients on pre-sale General Admission tickets
- Event admission for 10 people and 5 free parking passes

\$2,500 Silver Sponsorship

Limited to Six Sponsors

- Your company name/logo included on promotional, advertising, and on-site materials:
 - 3,000 postcards and 250 posters
 - Print ads in local and regional publications
 - On Ticket Sales Website
 - Ojai Wine Festival's Sponsor "Thank you" banner displayed at event entrance
- 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.
- Placement of your company provided banner in the main ticketing area at event
- Complimentary 12' x 12' vendor space at the festival
- 10% Discount code to share with clients on pre-sale General Admission tickets
- Event admission for 8 people and 4 free parking passes



\$2,000 Partner Sponsorship

Limited to Six Sponsors

- Your company name/logo included on promotional, advertising, and on-site materials:
 - 3000 postcards and 250 posters
 - Ojai Wine Festival's 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.
- Event admission for 8 people and 4 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: Your company name/logo included on promotional, advertising, and on-site materials:
 - 3,000 postcards
 - Ojai Wine Festival's Sponsor "Thank you" banner displayed at event entrance
- Company name listed on Sponsor page of festival website, with active link to your company's website.
- Event Admission for 6 People and 3 free parking passes

\$1,000 Community Supporter Sponsorship

- Your company name/logo included on promotional, advertising, and on-site materials:
 - 3,000 postcards
 - Ojai Wine Festival's Sponsor "Thank you" banner displayed at event entrance
- Company name listed on Sponsor page of festival website, with active link to your company's website
- Event Admission for 4 People and 2 free parking passes

\$500 Event Contributor

- Your company name listed on the following event materials and online:
 - Ojai Wine Festival's Sponsor "Thank you" banner displayed at event entrance
 - Sponsor page of festival website, with active link to your company's website.
 - Event Admission for 2 People and 1 free parking passes

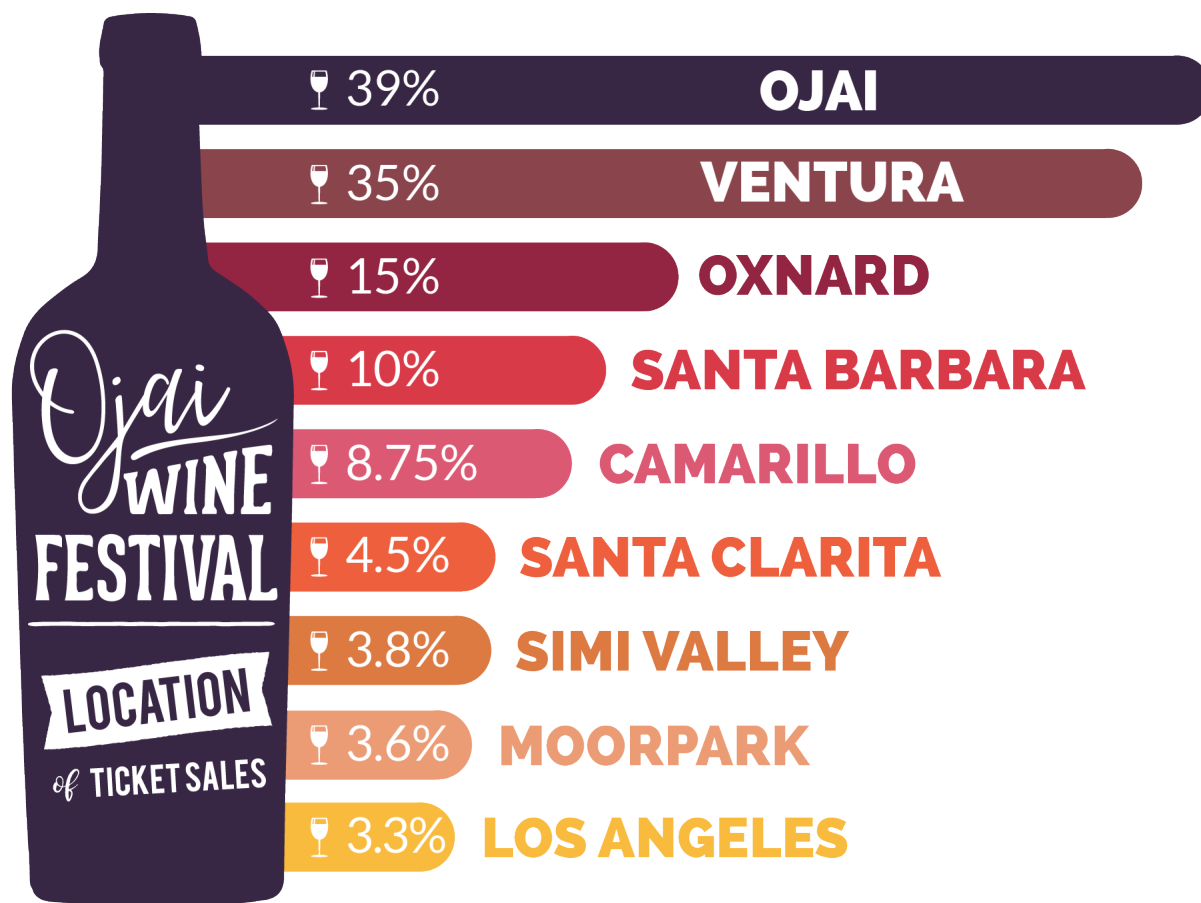
Event Demographics

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 philanthropic and social clubs that help promote the event. These clubs include Rotary clubs, Lions clubs, Optimists clubs, Yacht 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 for the last festival:

The Ojai Wine Festival is enjoyed by many from across Southern California. Thank you for your consideration in helping to support local and international charities through Rotary Club of Ojai-West Foundation.



Ojai Wine Festival Social Media

The Ojai Wine Festival Facebook & Instagram pages collectively have more than 5,200 fans, the majority of whom are women between the ages of 35 and 60 who reside in Ventura and Los Angeles Counties. During the last 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.



Ojai Wine Festival Press

The Ojai Wine Festival has been exceedingly press worthy over the past 34 years. Our last, press outreach garnered over 3,300,000 impressions from residents in Ventura and Los Angeles Counties.

Press outreach for the 33rd 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 interview of a featured winery owner and 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 was valued at \$266,025.



NOTABLE Press CLIPPINGS



Agreement for Sponsorship

34th 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: _____

Email where tickets will be sent: _____

Please indicate Sponsorship Level:

☐ Title Sponsor - \$10,000

☐ Partner Sponsor \$2,000

☐ Wineglass Sponsor - \$7,500

☐ Bronze Sponsor \$1,500

☐ Gold Sponsor - \$5,000

☐ Community Supporter - \$1,000

☐ Ticket Sponsor - \$3,000

☐ Event Contributor - \$500

☐ Silver Sponsor - \$2,500

☐ Direct Donation - \$ _____

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 April 30, 2022.

Some sponsors prefer anonymity for their philanthropy and request not to be represented in promotional materials or the website. If this is your company's preference, please indicate which areas you wish not to be represented by checking the boxes below:

- ☐ Promotional Materials ☐ Thank you Banner ☐ Social Media thank you posts
- ☐ Press announcements and ads ☐ At event recognition in announcements, on stage
- ☐ Website

Authorized Signature: _____ Date: _____

Printed Name: _____ Title: _____

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.

