

ABOUT THE *Ojai Wine Festival*

For over 36 years, the Ojai Wine Festival, a beloved community tradition presented by the Rotary Club of Ojai West Foundation, has drawn 2,000+ attendees to beautiful Lake Casitas.

This renowned Southern California event supports vital local and global causes, from education and youth enrichment to international initiatives like polio eradication. Featuring top wineries and breweries, a lively silent auction, live music, and an artisan marketplace, the festival offers an unforgettable experience lakeside.

Sponsoring this prestigious event aligns your brand with the Rotary Club of Ojai West Foundation's impactful charitable work, reaching a discerning audience through extensive marketing across traditional and digital channels. Become a sponsor and make a difference while enjoying exceptional exposure!

Warm regards,
Angela May
Ojai Wine Festival

2025

Rotary
Club of Ojai-West



Ojai
**WINE
FESTIVAL**

JUNE 21st

12pm to 4pm

• AT LAKE CASITAS IN OJAI •



SPONSORSHIP PACKAGES

All Benefits Apply to Cash Sponsors Only

\$10,000 Title Sponsorship

"The Rotary Club of Ojai-West Presents the 37th 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 and 250 posters
 - Print ads in local and regional publications
- 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
 - 1 press brief
- 6 custom social media posts published on the Ojai Wine Festival Facebook page between April 1st, 2025, and June 21st, 2025.
- Logo on the top banner of [OjaiWineFestival.com](https://www.OjaiWineFestival.com), with a link to your company's website
- Most prominent logo placement on the sponsor page of the festival website, with an 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 the 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 Sponsorship- Limited to One Sponsor **SOLD**

Your company name/logo exclusively printed on one side of all this year's keepsake festival wineglasses.

- 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, 2025, and June 21, 2025. 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
- 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:
 - 3000 postcard and 250 posters
 - Print ads in local and regional publications
 - 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
- Sponsor recognition in festival press releases and media outreach efforts
 - Press list includes over 200 local and regional news organizations and publications
 - 1 press brief
- 2 custom social media posts published on the Ojai Wine Festival Facebook page between April 1st, 2025, and June 21st, 2025. 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
- 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 SOLD

Your company name/logo is exclusively printed on all online and box office 2025 festival tickets. Logo and text to be provided by the sponsor, with consideration of available space and ticket layout.

- Your company name/logo included on promotional, advertising, and on-site materials:
 - 3000 postcards and 250 posters
 - Print ads in local and regional publications
 - Ojai Wine Festival's Sponsor "Thank you" banner displayed at the event entrance
- Placement of your company provided banner in the main ticketing area at the event
- Complimentary 12' x 12' vendor space at the festival
- Logo on the 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.
- Event admission for 12 people and 6 free parking passes
- 10% Discount code to share with clients on pre-sale General Admission Tickets.

\$3,000 Wristband Sponsorship- Limited to One Sponsor SOLD

Your company name/logo exclusively printed on all 2025 wine festival wristbands. Logo and text 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:
 - 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
- Logo on bottom banner of OjaiWineFestival.com with 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
- 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.
- Event admission for 12 people and 6 free parking passes
- 10% Discount code to share with clients on pre-sale General Admission tickets

\$2500 Shuttle Sponsorship- Limited to One Sponsor

Your company name/logo exclusively on Transportation page of OjaiWineFestival.com.

- Your company name/logo included on promotional, advertising, and on-site materials:
 - 3000 postcards and 250 posters
 - Print ads in local and regional publications
 - 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.
- Event admission for 10 people and 5 free parking passes
- 10% Discount code to share with clients on pre-sale General Admission Tickets.

\$2,500 Silver Sponsorship- Limited to Six Sponsors

- Your company name/logo included on promotional, advertising, and on-site materials:
 - 3000 postcards and 250 posters
 - Print ads in local and regional publications
 - 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 a 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
- Event admission for 10 people and 5 free parking passes
- 10% Discount code to share with clients on pre-sale General Admission Tickets.

\$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
 - Print ads in local and regional publications
 - 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 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:
 - 3000 postcards
 - Ojai Wine Festival's Sponsor "Thank you" banner displayed at event entrance
- Company listed bottom banner of OjaiWineFestival.com, with a link to your company's website
- 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 included on promotional, advertising, and on-site materials:
 - 3000 postcards
 - Ojai Wine Festival's Sponsor "Thank you" banner displayed at event entrance
- 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
- Event Admission for 4 people and 2 free parking passes

\$500 Event Contributor

- Your company name listed on the following event materials:
 - 3000 postcards
 - 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 pass

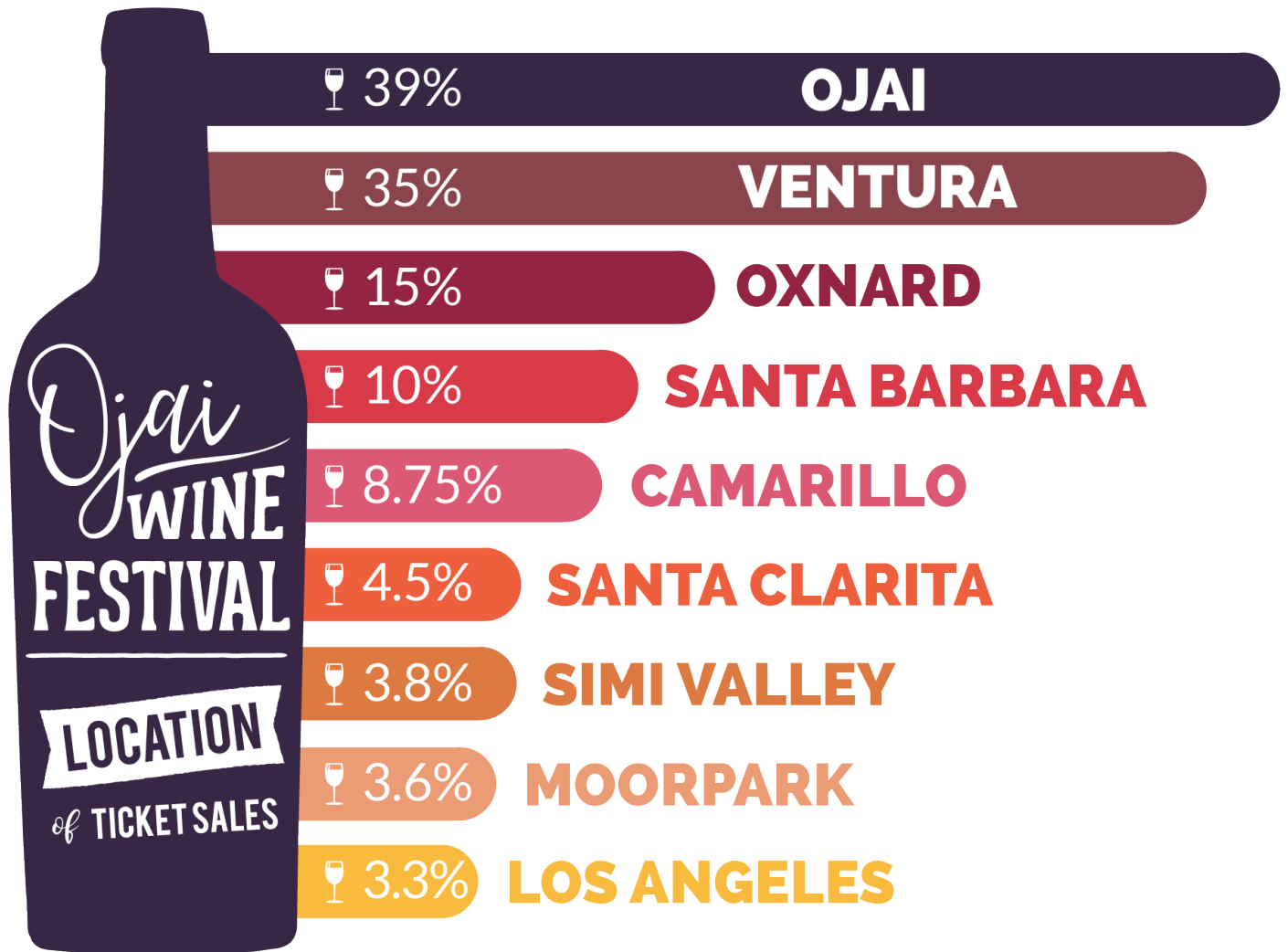
Event Demographics

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. In 2024 our campaign garnered 1 million impressions.

This is a visual display of the geographic locations of ticket purchasers who purchased their tickets online (Data sourced from previous event transactions).



Ojai Wine Festival Social Media

The Ojai Wine Festival social pages have more than 7,300 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's Facebook and Instagram pages reached 364,630 people.

The screenshot shows a Facebook post from 'The Ojai Wine Festival' published by Jamie Morrison on April 22. The post features a photo of a crowd of people at a scenic lake with mountains in the background. The text of the post reads: 'Ready for a wine-filled adventure? Join us at the Ojai Wine Festival on June 15th! Tickets selling fast. grab yours today!' Below the photo are buttons for 'Book now' and 'Boost post', and a link to 'OJAIWINEFESTIVAL.TICKETSAUCE.COM'. The post has 590 likes and 81 comments. The comment section shows several users expressing their enjoyment and interest in attending the festival.

The Ojai Wine Festival
Published by Jamie Morrison · April 22 · 🌐

Ready for a wine-filled adventure? Join us at the Ojai Wine Festival on June 15th! Tickets selling fast. grab yours today!

OJAIWINEFESTIVAL.TICKETSAUCE.COM
Tickets selling fast, get yours today!
Overlooking scenic Lake Casitas in the Ojai Valley, the Ojai Wine Festival is an ...

See insights and ads

590

81 comments 54 shares

Comment as The Ojai Wine Festival

Christy Langston
Sooooo much fun!!!! 1st time and we've decided to make it an annual tradition!
Love Reply Hide Send Message 17h

Mary Esther
Had fun celebrating life while wine-ing with a gorgeous crowd..
Love Reply Hide Send Message 19h

Mayra Lopez Flores
Thank you, we had a wonderful time
Love Reply Hide Send Message 20h

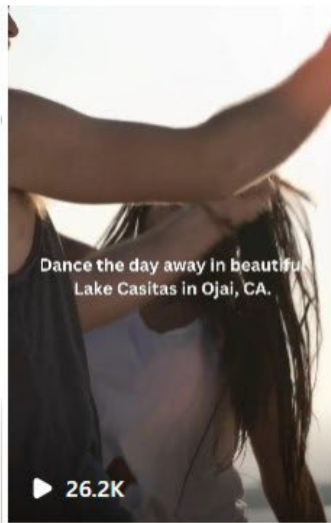
Tracey Saucier
It was so awesome being back, we really missed this event. Even more awesome having it on a Saturday. Can't wait until next year
Love Reply Hide Send Message 17h

orraine Walsh
Is there a list of the food trucks that were there? I had the best pulled pork fries and want to find that truck! 😊
Reply Hide Send Message 15h

Top fan
Whitaker
It was a great day. Thanks to everyone who attended. Hope you enjoyed!
Reply Hide Send Message 22h

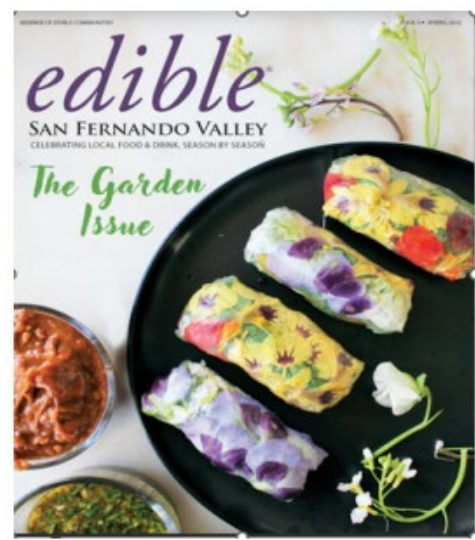
Reynolds
Wonderful time!
Like Reply Hide Send Message 22h

Write a comment...



Ojai Wine Festival Outreach

A comprehensive outreach campaign includes radio spots and interviews, print advertising, digital marketing, as well as influencer marketing with competitions, stories, and videos.



Agreement for Sponsorship

37th ANNUAL OJAI WINE FESTIVAL

June 21st, 2025, from 12-4pm

Benefiting the charity giving programs of the Rotary Club of Ojai West Foundation, Inc.

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: () _____

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

Silver Sponsor - \$2,500

~~Wineglass Sponsor - \$7,500~~ **SOLD**

Partner Sponsor \$2,000

Gold Sponsor - \$5,000

Bronze Sponsor \$1,500

~~Ticket Sponsor - \$3,000~~ **SOLD**

Community Supporter - \$1,000

~~Wristband Sponsor - \$3,000~~ **SOLD**

Event Contributor - \$500

Shuttle 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, Inc., and mail to: Ojai Wine Festival, Attn: Angela May 1129 Maricopa Hwy. #237 Ojai, CA 93023.

For sponsors donating \$2,000 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 1st, 2025.**

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:

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

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.

