



2020

SPONSORSHIP OPPORTUNITIES

SATURDAY, FEBRUARY 8
THE FLAMINGO RESORT & SPA
12-4pm

WHAT: Wine Country's Own Premier Distillery Festival



We **celebrate** the best in craft distilleries and food producers

We **program** experiences to keep guests engaged and entertained

We **share** your brand with eager attendees in a fun and inviting setting

We **give** back **80%** of our net proceeds to community efforts. This year's beneficiary is Sonoma Family Meal.



DRINKS: 20 Local Distillers



Place your brand among our carefully crafted beverage purveyors and local talent.

FOOD: Local Craft Producers

From chocolate, to cheese to coffee, attendees can tickle their taste buds with tastes from local craft producers, sampling throughout the afternoon!



ENTERTAINMENT: Live Cocktail Competition



Pair your brand with popular local bartenders on our “Cocktail Alley”



MUSIC: Local Beats



Local bands will keep the good vibes flowing throughout the afternoon tasting experience

FANS: 500+ Thirsty Attendees



Put your brand front and center of a targeted group of 500+ attendees



A vibrant rooftop event at dusk. The scene is filled with a diverse crowd of people socializing. Warm string lights are strung across the rooftop, and modern city buildings are visible in the background under a twilight sky. In the foreground, a wooden bar with a metal railing is visible, with several people seated at it. To the right, a table with a blue cloth holds various bottles and glasses. A sign on the table reads "ALEX VAZQUEZ Tradiciones, Lolo, Mezcalito".

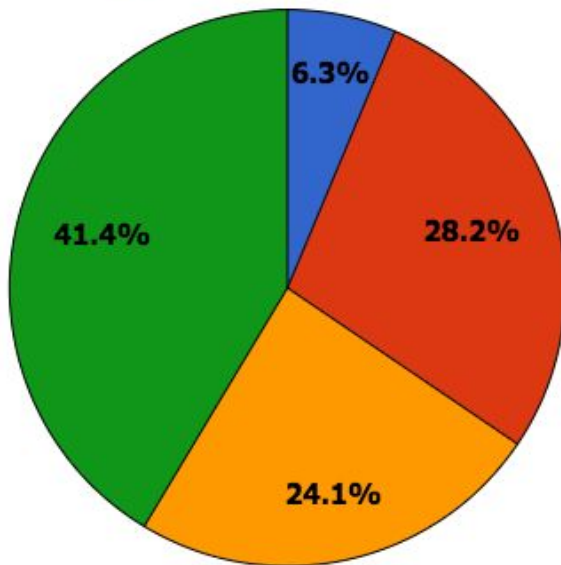
EVENT DEMOGRAPHICS

The DEMO: 2019 WCDF AUDIENCE



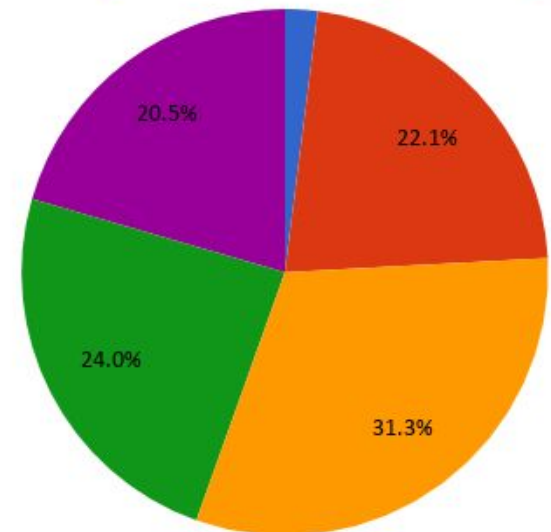
Income (\$)

● Less than \$50,000 ● \$50,000 - \$99,999 ● \$100,000 - \$149
● More than \$150,000



Attendee Age

● 21-24 ● 25-34 ● 35-44 ● 45-54 ● 55+

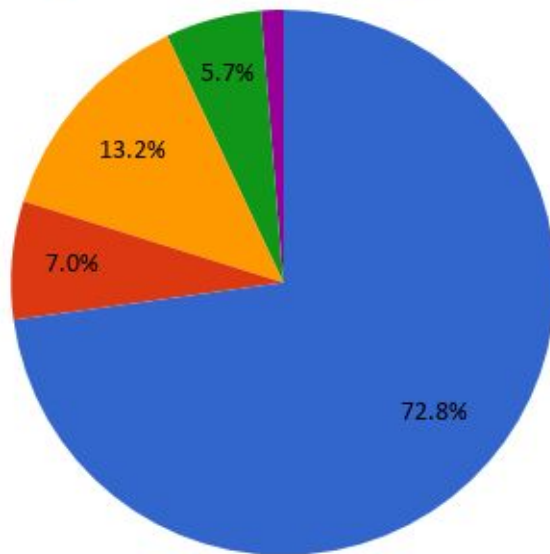


The DEMO: 2019 WCDF AUDIENCE



Geographic Location

● Sonoma County ● San Francisco ● Peninsula / East Bay
● Marin / Napa County ● Misc.



Gender*

70%
Female



Male
30%





YOUR BENEFITS AS A SPONSOR

SPONSORSHIP BENEFITS BREAKDOWN



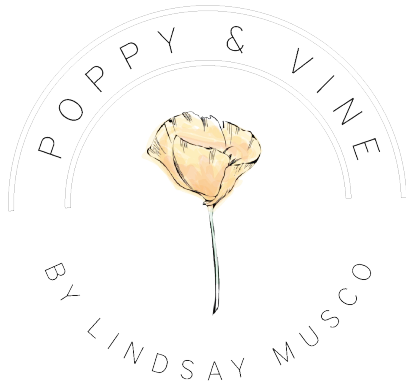
MASTER
\$5k

LIMITED
\$3k

CASK
\$1.5k

DIGITAL MARKETING BENEFITS			
Brand Mentions			
One (1) Dedicated Email to Ticket Purchasers	x	-	-
Radio Spots (if applicable)	x	-	-
Poppy & Vine Article	2	1	-
Press Release	x	x	-
Poppy & Vine Instastory Posts	4	2	-
Poppy & Vine Facebook Posts	2	2	1
Sponsor Logo Inclusion			
Website Footer	x	x	-
Newsletter: Footer	x	x	-
Local Print Advertising	x	x	-
Sponsor Page (with link)	x	x	x
EXPERIENTIAL MARKETING BENEFITS			
Opportunity To Judge the Cocktail Competition	x	x	-
Exclusive Logo Placement On Glassware	\$5,000	\$5,000	-
Logo on Event Signage	x	x	-
6' x 6' Vendor Booth	x	x	x
Opportunity To Contribute Item To Attendee Gift Bag (if applicable)	x	x	x
TICKETS / WORKING CREDENTIALS			
Guest Badges (\$170 - \$680 value)	8	6	4
Sponsorship Badges	6	4	2
Additional Tickets Available at Exclusive Sponsor Discount	x	x	x

ABOUT US



Event Founder

Poppy & Vine is an Online Hospitality Magazine and Destination Marketing Firm focused on local craft brands within Wine Country and its surrounding counties. It's founder Lindsay Musco, is a 4th generation Sonoma Countian and 15-year hospitality professional. Studying Hospitality Management with a double major in Beverage Management and Meeting and Events at UNLV, Lindsay returned to the Bay Area in 2007 and has had the opportunity to work front and back of house for Fairmont Hotels and Resorts, Culinary Institute of America at Greystone and for several Food Start-Ups both in San Francisco and Oakland.

With her focus on the “next chapter”, Lindsay wanted to find a way to use her talents and skills to give back to the place she loves and calls home, all the while showing off all the area has to offer. This is how Poppy & Vine was born and we look forward to working with you to create a unique event and experience for both locals and visitors to enjoy.

Giving Back

We believe in investing in our community. Celebrating all Sonoma County and the surround Wine Country has to offer. As well as supporting our neighbors in times of need. That's why we've chosen, Sonoma Family Meal, an organization who shares these values as the 2020 Wine Country Distillery Festival beneficiary.

Sonoma Family Meal is a Sonoma County Non-Profit founded in response to the devastating 2017 Tubbs Wildfire. Sonoma Family Meal provides chef-made meals with local ingredients to victims of disasters. With their current efforts focused on victims in need due to the 2019 Kincadee Wildfire. <https://www.sonomafamilymeal.org/>



**THANK
YOU**