



# **2022 SPONSORSHIP OPPORTUNITIES**

**SATURDAY, MARCH 12  
LUTHER BURBANK CENTER FOR THE ARTS  
12-4pm**

# WHAT: Wine Country's Only Premier Distillery Festival



We **celebrate** the best in Wine Country distilleries and artisan 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 **100%** of our net proceeds to community efforts





# DRINKS: 20+ Regional Distillers



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



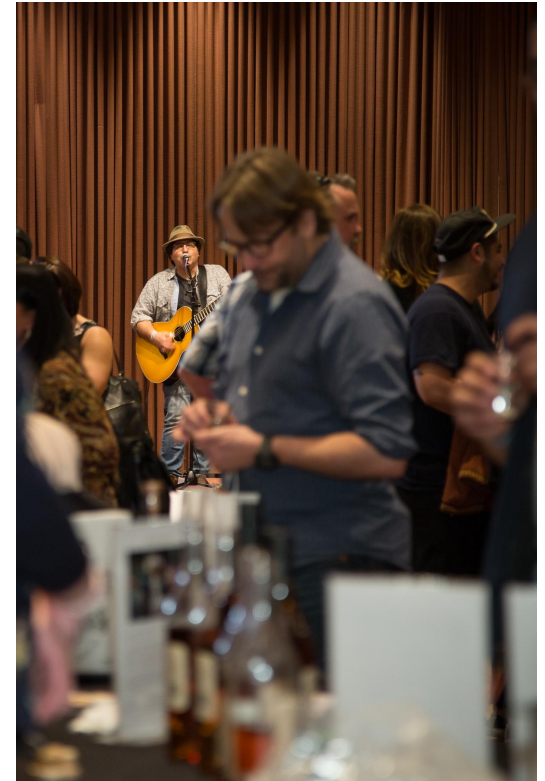
# FOOD: Local Craft Producers

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



# ENTERTAINMENT: Live Cocktail Competition

Pair your brand with popular local bartenders or curate your own beverage demo on-site!



## MUSIC: TBD Act

Local band's 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





# EVENT DEMOGRAPHICS

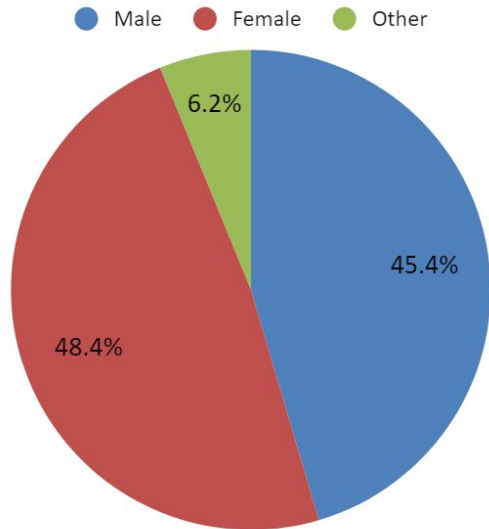


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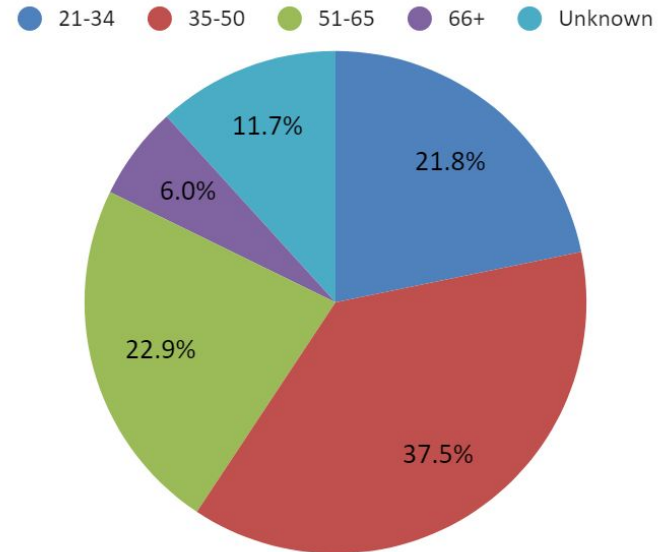
# The DEMO: 2020 WCDF AUDIENCE



## Gender



## Attendee Age

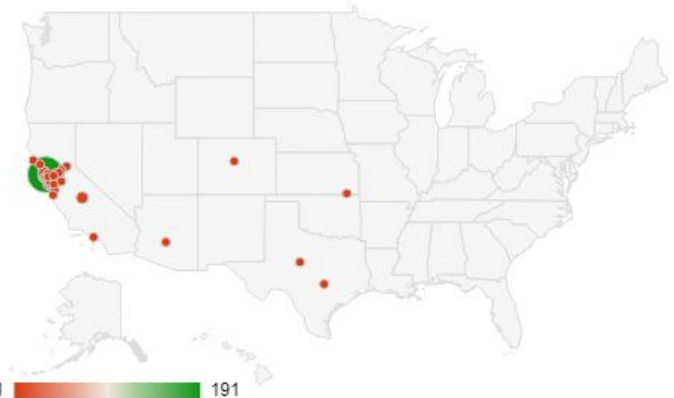
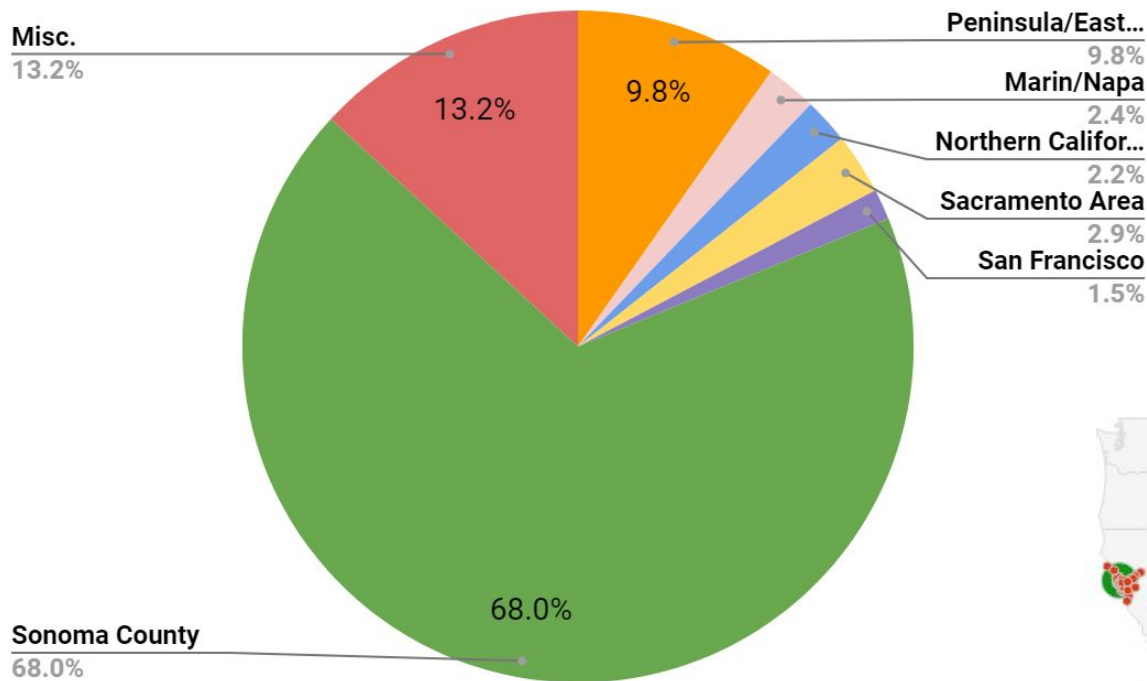




# The DEMO: 2020 WCDF AUDIENCE



## Geographic Location



Source: Eventbrite; based on ticket purchaser





# **YOUR BENEFITS AS A SPONSOR**

# SPONSORSHIP BENEFITS BREAKDOWN



**MASTER**  
**\$5k**

**LIMITED**  
**\$3k**

**CASK**  
**\$1.5k**

**SELECT**  
**\$750**

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	1
Sponsor Logo Inclusion				
Website Footer	x	x	-	-
Newsletter: Footer	x	x	-	-
Local Print Advertising	x	x	-	-
Sponsor Page (with link)	x	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	x
TICKETS / WORKING CREDENTIALS				
Guest Badges (\$170 - \$680 value)	8	6	4	2
Sponsorship Badges	6	4	2	2
Additional Tickets Available at Exclusive Sponsor Discount	x	x	x	x



## Giving Back

# CHARITY PARTNER

To Be Announced - The Wine Country Distillery Festival and Poppy and Vine believe in partnering with organizations dedicated to giving back to our community. As of today we are still in the selection process for who will be our 2022 beneficiary.



**THANK  
YOU**