

# *Ojai Wine Festival*

*Celebrating 26 years of  
fine wines, food, beers and entertainment*

## *2012 Sponsorship Opportunities*



*The Rotary Club of Ojai-West Presents*





## About the Ojai Wine Festival

A worthy event for 26 years with a history of giving back to the community

In 1986, the Rotary Club of Ojai-West launched a small wine tasting event to bring fine wine and food together for Ojai Valley residents. From this humble beginning, the annual Ojai Wine Festival has grown into a leading regional event attracting nearly 5,000 people from throughout the Central Coast and Southern California. Sunset Magazine named Ojai one of the top five food and wine havens in the west for 2009. Many believe the Wine Festival played a role by introducing people from throughout California to the bounty of Ojai.



Annually over sixty wineries and 20 breweries participate along with restaurants and caterers selling delicious food selections. There are arts and crafts booths and a steady stream of musical entertainment from a large stage. And to maximize the lake experience, attendees can take free boat rides on the new Rotary Floating Classroom. A fundraising Silent Wine Auction is now an annual event at the Festival featuring fine wines, private tasting parties and VIP tours of wineries.

Taking place the second Sunday in June, the Ojai Wine Festival has evolved into a premiere culinary experience. Spread along the shoreline of picturesque Lake Casitas, the Ojai Wine Festival is an opportunity for people to relax out of doors in a peaceful, natural setting, while enjoying excellent wine, food, beer, music, arts and crafts. A broad marketing campaign has been developed to promote this event, which will include sponsor logos. Details of the plan appear on the next page.

The allure of the Ojai as a beautiful high mountain valley and the open wildness of Lake Casitas draws high profile visitors that enjoy its quiet seclusion just a short drive from a major urban center. As a sponsor, you will support a leading regional event and an unparalleled educational program while gaining recognition in an audience drawn from throughout Ventura, Santa Barbara and Los Angeles counties.

### Proceeds Benefit the Floating Classroom and Other Educational Programs

This prestigious event has developed into a major fundraiser for the many charitable causes supported by the Rotary Club of Ojai-West. A portion of the net proceeds will benefit the club's Floating Classroom where students are treated to real-life, close-up lessons in ecology, biology, and science during a free tour of Lake Casitas, its wildlife and dam.

The maiden voyage of the rebuilt pontoon boat was March 18, 2010 with forty students from San Antonio School, their teachers and some parents. Being out on the water gives the lessons a relaxed and fun atmosphere, and that's got to help the learning experience. Additionally, funds will be used for the Rotary's community service programs for education, including donating dictionaries for every third grade student in Ojai and a lesson on how to properly use a dictionary.





## What Sponsorship Provides

### Marketing Opportunities

Ojai Wine Festival utilizes a highly visual and effective promotional campaign to build awareness of the Festival and drive attendance. This program has grown to include major media sponsorship from local media outlets. Through an extensive public relations campaign, stories and features about the Festival have been picked up by the Los Angeles Times, Ventura County Star, various monthly magazines, assorted weekly newspapers, internet based television shows and radio, plus a strong presence on all PBS outlets throughout the Central Coast and Southern California.

Depending upon level of commitment, Sponsors will gain recognition through:

- Logos included in mailing campaigns
  - 5,000 postcards
  - 500 posters
- Logos included in advertising
  - Print ads in local newspapers for eight weeks each year
  - Leading sponsors mentioned in 250 radio commercials
- Logo banners onsite
- Logos on 2,500 Tasting Sheet Brochures handed out at event
- Logo placement on bottom banner of OWF website with links to sponsor site
- Extensive publicity campaign
  - Major sponsors mentioned on press releases - minimum of 10 per festival
  - Press list included over 200 local and regional press outlets
- Current media campaign for print and radio and cable is valued at over \$35,000.

Our media campaign is partially funded through sponsorships with the leading radio, magazine and newspaper outlets. Projected attendance 5,000 people.





## Event Demographics

Over the last 25 years, the Ojai Wine Festival has developed a loyal following that returns each year. First online registration began in 2005 and as of 2011, over 50% of the online registrations had been returning attendees. Another 35% stated friends has recommended the Festival.

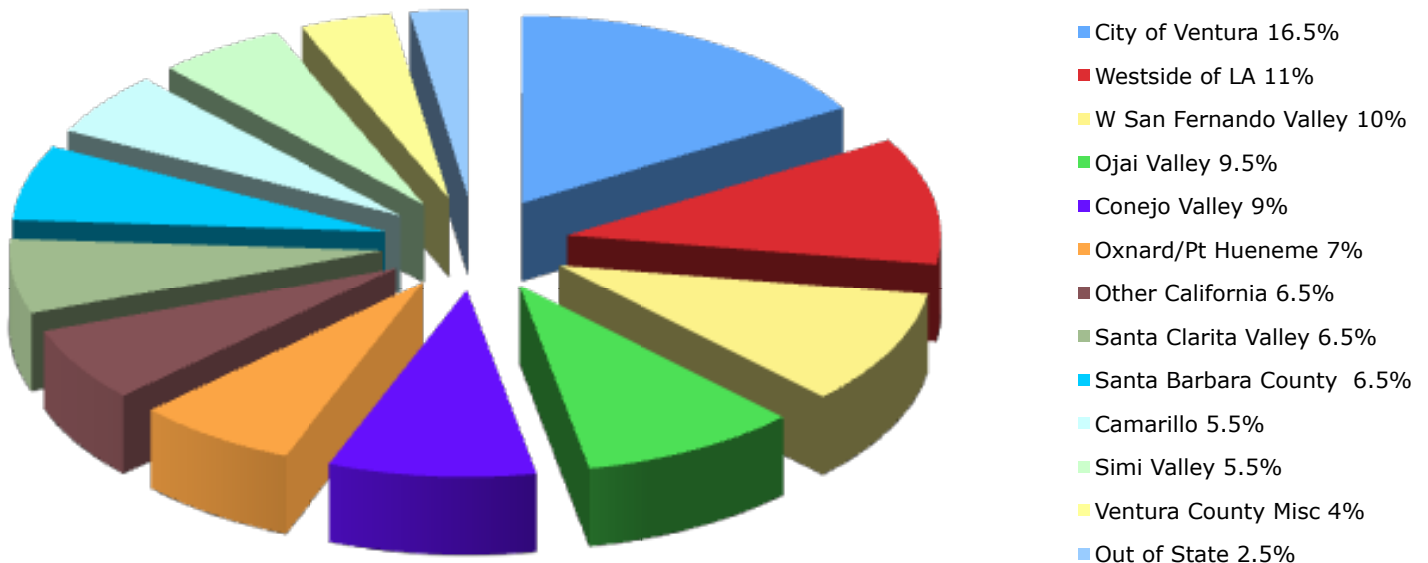
This is an affluent audience from throughout Ventura County, western Los Angeles County, Santa Barbara and up the Central Coast. Attendees average in age between 30 and 50 with some families in attendance. People come for the entire day, often bringing picnic baskets and enjoying a day by Lake Casitas. With over 60 wineries to taste, people stay throughout the afternoon to enjoy the wine, food and sunshine.

The Wine Festival has a Facebook page where the #1 fan base is women ages 35 to 45. This year the festival will be expanding its social media presence to attract more people to the event. Banner ads will appear on newspaper, magazine, and radio websites, box office websites, Twitter, Yelp, LinkedIn, and blogs that covered the event last year.



Social networking is used through group sales to social clubs that help promote the event like the Blue Thong Society, Red Hat Society, The Parrot Heads, Women and Wine, Wine Meet up Groups and The Young Winos. Newsletters are sent out to the festival's mailing list. The Ojai Wine Festival is promoted in local hotel and Inn newsletters and mailings as well as the Ojai Visitors Bureau and Chamber of Commerce.

Below is a chart showing the zip codes for registrants using checks or credit cards in 2011.





## Sponsorship Opportunities

The Ojai Wine Festival offers a variety of sponsorships with branding, advertising, onsite elements, and admissions. Each is constructed to deliver maximum exposure for the financial commitment. A portion of the net proceeds will benefit the club's Floating Classroom along with other educational programs and Rotary charities. The Rotary Club of Ojai-West is a California 501(c)(4) nonprofit.

### Sponsorship Packages

#### **\$5000 Gold Sponsor – limited to three companies**

Gold Level placement of logo on promotional, advertising and onsite materials including:

- Logo on the bottom banner of pages throughout festival website with link to your website
- Logo on the “Thank you to our sponsors” banner displayed at the event entrance.
- Listed on Tasting Sheet Brochure
- Gold level logo placement on Sponsor page of website

Special on-stage recognition of your sponsorship

Free one page ad in Tasting Sheet Brochure and 50% discount on any additional advertising

Early V.I.P. event admission for 10 people and 5 free parking passes

Free 12' by 12' vendor space

#### **\$2500 Silver Sponsor – limited to five companies**

Silver Level placement of logo on promotional, advertising and onsite materials including:

- Logo on the bottom banner of pages throughout festival website with link to your website
- Logo on the “Thank you to our sponsors” banner displayed at the event entrance.
- Listed on Tasting Sheet Brochure
- Silver level logo placement on Sponsor page of website

Free half page ad in Tasting Sheet Brochure and 50% discount on any additional advertising

Early event V.I.P. admission for 6 people and 3 free parking passes

Free 12' by 12' vendor space

#### **\$1500 Bronze Sponsor – limited to five companies**

Bronze Level placement of logo on promotional, advertising and onsite materials including:

- Logo on the bottom banner of pages throughout festival website with link to your website
- Logo on the “Thank you to our sponsors” banner displayed at the event entrance.
- Listed on Tasting Sheet Brochure
- Bronze level logo placement on Sponsor page of website

Free quarter page ad in Tasting Sheet Brochure and 50% discount on any additional advertising

Early event V.I.P. admission for 4 people and 2 free parking passes

50% discount on a 12' by 12' vendor space

#### **\$1000 Festival Shuttle Sponsor**

**(Sold)**

Logo placement in the following areas and promotional materials:

- Logo on the bottom banner of pages throughout festival website with link to your website
- Logo on the “Thank you to our sponsors” banner displayed at the event entrance.
- Festival Shuttle Sponsor placement on Sponsor page of website
- Logo placement on Sponsor page of website as Shuttle Sponsor
- Name of company placed on selected promotional materials and ads

Early event V.I.P. admission for 2 people and 1 free parking pass

Quarter page ad as Shuttle Sponsor on Tasting Brochure



## Sponsorship Opportunities *continued*

### **\$1000 Community Gold Supporter**

Logo placement in the following areas and promotional materials:

- Name of company placed on selected promotional materials and ads
- Logo on the bottom banner of pages throughout festival website with link to your website
- Logo on the “Thank you to our sponsors” banner displayed at the event entrance.

Early event V.I.P. admission for 2 people and 1 free parking pass

Quarter page ad in Tasting Sheet Brochure

50% discount for 12' by 12' vendor space

### **\$750 Community Silver Supporter**

Logo placement in the following areas and promotional materials:

- Name of company placed on selected promotional materials and ads
- Logo placement on the Sponsor Page of festival website with a link to your website

Event general admission for 4 people

### **\$350 Community Bronze Supporter**

Logo placement in the following areas and promotional materials:

- Name of company placed on selected promotional materials
- Logo placement on the Sponsor Page of festival website with a link to your website

Event general admission for 2 people





## Agreement for Sponsorship 26<sup>th</sup> ANNUAL OJAI WINE FESTIVAL

*Benefiting the charity giving programs of  
the Rotary Club of Ojai West  
a California 501 (c)(4) nonprofit corporation*

**Sponsoring Company:** \_\_\_\_\_

**Company Name for Publication:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **M/S-Suite#:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Primary Contact:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

### Marketing/Advertising Contact & Title:

**Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

### Product/Services(for product exclusive categories):

\_\_\_\_\_

### Please indicate Sponsorship Level:

**Gold Sponsor - \$5,000**

**Community Gold Supporter - \$1,000**

**Silver Sponsor - \$2,500**

**Community Silver Supporter - \$750**

**Bronze Sponsor - \$1,500**

**Community Bronze Supporter - \$350**

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 and mail to: Ojai Wine Festival, Attn: Jim Halverson, PO Box 1501, Ojai, CA 93024. Please send or email a high resolution tiff or eps formatted logo for inclusion in all materials. Send to [OjaiWineFestival@gmail.com](mailto:OjaiWineFestival@gmail.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, is a duly authorized representative of company so noted.*

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Printed Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**To ensure maximum level of sponsorship recognition,  
this form must be received by March 15, 2012.**

Questions and inquiries may be directed to:  
Jim Halverson, Club Sponsorship Manager, 805-794-2505 or [OjaiDukeDoc@gmail.com](mailto:OjaiDukeDoc@gmail.com)