



*Rotary Club of Ojai-West's
26th Annual
Ojai Wine Festival*

Dear Vintner,

The Rotary Club of Ojai-West, a non-profit organization, cordially invites you to participate in the 26th Annual Ojai Wine Festival, Sunday, June 10th 2012 at Lake Casitas from 12:00 – 5:00 p.m. Gates open at 12:00 pm for V.I.P. admission and 1:00 p.m. for General Admission.

Discover why Sunset magazine voted Ojai as one of the top five towns in the West for food and wine. Our wine festival overlooks beautiful Lake Casitas in the Ojai Valley. The breathtaking lake views harmonized with delicious foods, live music, dancing, distinctive crafts and regional artwork will provide an idyllic venue to showcase your wines to eager wine enthusiasts. Last year we had a record-breaking crowd of over 4300 people. Take advantage of our very successful Silent Wine Auction and donate your wines, a winery tour, a special tasting or unique item from your winery. The Silent Wine Auction is a perfect way to promote your wines and is featured in our tasting sheet brochure that is given to all ticketholders.

Last year we created our V.I.P. Lounge where a limited number of wineries get the chance to promote their wines by the glass in an exclusive lakefront setting along with free hors d'oeuvres. The V.I.P. Lounge is for a limited elite set of wine connoisseurs who pay a premium to take pleasure in this special area of the festival. They also enjoy early 12:00 pm entry into the event.

Last year we were at capacity with 63 wineries participating. Winery spaces fill up quickly as our event is extremely popular so sign up promptly! If you wish to attend, please RSVP no later than April 15th, 2012 using the enclosed registration form. Once your winery is registered, you will be featured on our newly redesigned website at: www.ojaiwinefestival.com on our participating Wineries Page with a hyperlink to your website. Your winery and the wines you plan to pour will also be featured in our tasting sheet brochure. Upon receiving your registration form, we will send you a confirmation letter regarding the day of the event. There are no winery registration fees and tickets are not required for participating wineries.

Your contribution to our event helps raise proceeds for the Rotary's many worthy causes such as: the American Red Cross, financial aid for community schools, hospital, library, homeless shelter and educational scholarships, as well as our Educational Boat Tours on Lake Casitas to enrich environmental science programs in the public schools. Additionally, we donate funds to provide Polio Vaccines worldwide, clean drinking water projects in Guatemala and Africa as well as numerous other valuable international projects.

We look forward to seeing you at our 26th annual Ojai Wine Festival!

Sincerely,
Angela May
Executive Director &
Winery Coordinator
ojaiwinefestival@gmail.com
Office: (805) 646-3794
Mobile: (805) 798-7902

Ojai Wine Festival Registration Instructions and Information

There are important instructions, information and rules contained on this page so please read all the information before filling out your registration form for the Ojai Wine Festival. Please fill in all the boxes on the registration form and sign it.

If you choose to donate your wines, products or services to our silent auction, please list a detailed description and retail value for our bid sheets. All wineries donating wine, services or products will be highlighted on our tasting sheet brochure and website. All donations for the Silent Auction, VIP Lounge or Main Tasting Area are tax deductible as the Rotary Club of Ojai-West is a non-profit organization. We will be sending out a letter after the Ojai Wine Festival to acknowledge your contributions which can be used for tax purposes. You may ship donations to the Attitude Adjustment Shoppe at 1129 Maricopa Highway Ojai, CA 93023 OR bring them the day of the event and hand them into the winery check in booth. If you wish, two weeks before the event the wines you plan to pour can be shipped here as well and we will deliver them to the event site for you.

All participating wineries have a newly designed winery banner for the Ojai Wine Festival that is displayed above their eight foot long booth. Because many of the same wineries participate in our event every year and these winery banners are expensive, we keep the banners for use in continuing years. If you participated in our 2009 - 2011 event, we already have your banner. **If your winery must cancel event participation, please let us know as soon as possible so we can open your spot to another winery.**

Last year we added the very successful VIP Lounge, which has free hors d'oeuvres, wine and beer by the glass. Event goers pay a premium ticket price for early 12:00 pm entry into the event and the VIP Lounge. This elegant shaded area with tables and seating is a perfect way to showcase your fine wines. Due to limited space we can only have up to 4 wineries participate in this area on a first come first serve basis.

Please list all your winery's varietals with their vintages and appellations that you plan to pour at the event in the Main Tasting Area. We feature your winery and wines on our event's program and tasting sheet. Due to the many complaints from wineries and attendees with regard to using tasting tickets we have discontinued using tasting tickets and offer unlimited tastes (one ounce or less) of wine with admission. Because we have discontinued using tasting tickets we no longer offer a reimbursement for wineries.

The Ojai Wine Festival runs from 12:00 to 5 pm. Our festival is longer than most because we have many Ojai Music Festival attendees also come to our event following the afternoon concert. We ask that you stop uncorking new bottles of wine at 4:30 p.m. At that time you can decide whether you would like to stop pouring or uncork enough bottles to pour out by 5 pm. **Please schedule no less than two people to pour so they can have a break. They will be busy the entire event.** Last year we had over 4300 people attend. In the past wineries have not brought enough wine to pour during the Ojai Wine Festival and have run out too early which means less promotion for their winery. **Please make sure to bring at least 5 cases of wine to participate.** Any wines left over can be taken back to your winery.

We will be sending you more information about our event after we receive your registration form. You may fax this registration to: (805) 646-4210, or mail it to PO Box 1501 Ojai, CA 93024, or e-mail it to: ojaiwinefestival@gmail.com. If you have any questions, please call Angela May at the office (805) 646-3794, 1-800-648-4881, or cell (805) 798-7902. Thank you for participating in the Ojai Wine Festival!

Sincerely,
Angela May
Executive Director and
Winery Coordinator



The Rotary Club of Ojai-West's
 26th Annual
 Ojai Wine Festival
 Winery Registration

Please read the Winery Registration instructions and information form before filling out your registration.

Winery Name:
Mailing Street Address:
City/ State/ Zip code:
Contact Name and title:
Office Phone and Fax #:
Cell Phone:
E-mail Address:
Web Site Address:
Winery Banner Name:

Please check all the boxes below that you choose to participate in as a winery at the Ojai Wine Festival

- Our Winery will share website information with The Ojai Wine Festival via hyperlinks on our Winery's website
- We will donate wines, products or services to your Silent Wine Auction. You will be featured as a sponsor on our website. **Please list the item you wish to donate and their retail value for our bidding sheets and brochure.**

<i>Winery Item to Donate</i>	<i>Retail Value</i>

- We will participate in the new VIP Lounge. **(Requires a donation of 4 cases of each wine poured)** Your winery will be listed as a sponsor on our website and featured as one of only three VIP Lounge Wineries. **Please list the wines you plan to pour by the glass:**

Vintage	Varietal	Appellation

- We will participate in the Main Tasting Area and donate our wine to benefit Rotary Projects. **You must bring a minimum of five cases of wine to participate.**

Wines we plan to pour in the Main Tasting Area:

Vintage	Varietal	Appellation

We have read and understand the separate Winery Instructions and Information form and the Winery Registration form and agree to all rules and regulations regarding the Ojai Wine Festival. We will participate on June 10th, 2012 and if we cannot participate, we will notify the Ojai Wine Festival as soon as possible.

Winery Name
Name and Title:
Signature: