



EVENT DETAILS

Now in its fourth year, the Palm Springs EQUALITY WINE & FOOD FEST is returning to the HYATT PALM SPRINGS, in the heart of downtown, taking over the entirety of the hotel's stunning atrium.

The EQUALITY WINE & FOOD FEST was created to showcase and promote the best wines from various prestigious wine regions including Sonoma County, Napa Valley, Amador County, and other premiere wine producing destinations, all while dedicated to promoting diversity, inclusion, and equality in the wine industry.

Now the preeminent wine event of the year, the EQUALITY WINE & FOOD FEST gathers together winemakers, industry professionals, celebrity chefs, vendors, and enthusiasts alike to learn and appreciate great wine and food, and celebrate and support diversity. Festival goers will enjoy wine tastings and food samples, along with live entertainment, demonstrations, silent auction, and VIP experiences, all creating an environment that fosters community among everyone involved in enjoying every sip and taste.

SATURDAY, JUNE 13, 2026

HYATT PALM SPRINGS
Palm Springs, California

GRAND TASTING 1pm to 4pm
VIP GRAND TASTING 12pm to 4pm





BECOME A SPONSOR

A UNIQUE MARKETING OPPORTUNITY

EQUALITY WINE & FOOD FEST provides exceptional exposure and branding opportunities for our sponsors (PRE-EVENT, ON SITE DURING EVENT, and POST-EVENT) through a wide variety of advertising and media platforms, including, but not limited to: print, digital, radio, television, e-marketing, social media, flyers/posters/banners, the EQUALITY WINE & FOOD FEST Program Guide, and more. This first-class event attracts hundreds of wine enthusiasts and foodies that appreciate the good life. Attached is a graphic showing the amazing 2025 Sponsorship/Branding Opportunities available to you.

CHARITY BENEFICIARIES

EQUALITY WINE & FOOD FEST is proud to partner with local deserving organizations and a portion of the proceeds from this event will be donated to 2026 participating charities. Past beneficiaries have included:



2026 EQUALITY WINE & FOOD FEST (EWF) Sponsorship/Branding Opportunities

2026 Sponsor Benefits	Under Writer*	Friend \$500	Bronze \$1,500	Silver \$3,000	Gold \$5,000 (Only 5)	Platinum \$10,000 (Only 2)	Presenting \$15,000 (Only 1!)
Logo placement in press release, invitations, digital marketing	●	●	●	●	●	●	●
Logo featured/linked on Sponsor page of EqualityWineFest.com	●	●	●	●	●	●	●
Tickets to Event		2 GA	4 GA	6 VIP	8 VIP	10 VIP	20 VIP
Inclusion in events group social media (FB and IG)	●		●	●	●	●	●
Vendor Table (6') for product, informational, marketing materials			●	●	●	●	●
Linked Ad in event e-newsletter			Mention	●	●	●	●
Ad in EWF Program Book		Mention	● ¼ Page	● ½ Page	● ½ Page	● Full Page	● 2 Page Spread
Banners at Event					1	2	4
Exclusive social media post					●	●	●
VIP bag product/materials placement					●	●	●
Logo placement on Step & Repeat						●	●
"Presented by" rights for EWF in all print, digital, radio, television (NBC) advertisements							●
Announcement as "Presenting sponsor" on Microphone at EWF; Opportunity to Address Guests via Microphone							●
Exclusive Press Release							●
Full Page ad in June Pride Issue of GED Magazine							●
Dedicated email to EWF participants post-event							●
<ul style="list-style-type: none"> • Entertainment (w/ Logo on Stage Banner) • Wine & Bites Trays (w/ Logo on Tray) • Friday Night Media/Vendor Meet & Greet (Presenting Sponsor/Logo/Product) • Sunday Bubbly Drag Brunch (Presenting Sponsor/Logo/Product) 	\$1500 \$1750 \$2000 \$2000						

*Every item you underwrite allows additional money to go directly towards changing lives. These opportunities are great for those unable to attend or for sponsors who want more event presence.



EVENT FEATURES

Grand Tasting & VIP Grand Tasting

Discover 100+ wines, along with local food providers serving up small bites, while enjoying the sounds of DJ Modgirl, and all while supporting LGBTQ+, BIPOC, and Women owned and/or produced wines. VIP admission begins one hour before general admission and includes exclusive VIP tastings, VIP Gift Bag, and early access to all the sips and bites.



Silent Auction

The event will feature many silent auction items, from trips and experiences, to gift baskets and other goodies. The highest bidder will take their prizes home with them.



LIVE Entertainment

Live entertainment, is part of the experience, including musical acts, DJ, singers, and others.



Retail Pop-Ups

Local community retailers will display fun and exciting items for your perusal and purchase.



2026 SPONSORSHIP COMMITMENT • JUNE 13, 2026

Sponsor: (As you want to see it in PRINT)			
Sponsor Level:	<input type="checkbox"/> PRESENTING <input type="checkbox"/> PLATINUM <input type="checkbox"/> GOLD <input type="checkbox"/> SILVER <input type="checkbox"/> BRONZE <input type="checkbox"/> FRIEND	<input type="checkbox"/> UNDERWRITER For:	<input type="checkbox"/> MEDIA <input type="checkbox"/> PRODUCT <input type="checkbox"/> IN-KIND <input type="checkbox"/> SILENT AUCTION*
Address:			
Website:			
Contact Name:			
Contact Email:			
Contact Phone Number:			
Other requests: *N/A N/A	<input type="checkbox"/> Table <input type="checkbox"/> Ice <input type="checkbox"/> Electricity <input type="checkbox"/> Chair(s) (fee may apply) <input type="checkbox"/> Additional table(s) (fee may apply) <input type="checkbox"/> Other:		
WHEN COMPLETED EMAIL THIS FORM TO MW@MONTAGECMA.COM	I hereby agree to sponsor the 2026 Palm Springs EQUALITY WINE & FOOD FEST (EWF) at the level above. Sponsorship funds are due upon receipt of electronic invoice and are non-refundable. Dated: _____ Signed: _____ Name: _____		