

The background of the entire page is a photograph of a park. On the left, there are several tall, green pine trees. In the middle ground, a large white cruise ship with red and blue accents is docked at a pier. The sky is clear and blue. The foreground is a green lawn.

June 4 and 5, 2022

Saturday 2-6pm

Sunday 1-5pm

**Harry Bridges Memorial Park
Long Beach Harbor, California**

LAWineFest 2022

SPONSORSHIP INFORMATION

www.lawinefest.com



HARRY BRIDGES MEMORIAL PARK – Long Beach

The Harry Bridges Memorial Park in the Long Beach Harbor Area will welcome the 17th Annual LAWineFest back to its gorgeous location. The park is located on the Pier J waterfront facing Downtown Long Beach. The site was part of the parkland mitigation for the development of the Aquarium of the Pacific and Rainbow Harbor.



From eclectic neighborhoods to sandy beaches, Long Beach is an urban seaside playground 22 miles south of downtown Los Angeles.

Long Beach boasts a major airport, the 2nd busiest seaport in the U.S., the LA Metro Blue Rail, and extensive ground transportation options.



THE VIBE / SCENE

Demographics

- Age Range: 21-69
- 57% Female / 43% Male
- HHI: \$75K - \$350K
- 87% College Educated
- 65% are from LA County,
- 35% Are from outside LA, including Orange County, San Diego, and beyond.



Psychographics

- Prides itself on being “in the know”
- Makes annual travel plans
- Loves to shop, dine & drink out
- Entertains at home
- Is environmentally conscious
- Is socially conscious



LA | WINEFEST

AN EXPLORATION OF TASTE





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Vibrant Location

On the waterfront, with strong support from the City of Long Beach and other organizations

Crowd

Historically 5000-7000 attendees over weekend.
Diverse crowd, strong millennial presence -- proven purchasing power.

LAWineFest 2022: The 17th year of Los Angeles' Signature Celebration

Lifestyle Exhibitors

Carefully curated artisan goods & gourmet goodies for sale with limitations on number from each product type.

Food & Goodies

Hip food trucks & restaurants selling meals, snacks & treats to enjoy while attending the Fest.

Tastings

TastingsWines, artisan breweries and ciders.
Boutiques through internationally distributed brands represented.
Online sales of products & club memberships allowed & encouraged.
Tasting-size pours required, to protect your inventory & the safety of our guests.

Swiftly grow brand recognition with desirable new customers while deepening brand loyalty with existing ones.



Get valuable direct contact and real-time feedback from customers on sampled or demonstrated products and services.



SPONSOR PARTICIPATION BENEFITS

Enjoy flexibility in crafting the best installation/presence for your brand.



Affiliate brand with high-end festival that draws large numbers of wine, food, and lifestyle consumers with discretionary income to a single place over a single weekend.





IN GOOD COMPANY





Los Angeles Times



LONG BEACH POST

EVENT MEDIA EXPOSURE



iHeart RADIO





LAWineFest is proud to donate a portion of event proceeds to a hand-picked charity each year. Our 2022 beneficiary will be announced soon. Previous charities have included



CHARITY BENEFICIARY



SPONSORSHIP LEVELS

Included Benefits	Presenting/ Grand Cru \$40K	Premier Cru \$25k	Grand Vin \$10K	Amis du Vins \$5K	Cuvee \$2.5K
Display Space for Featured Product/ Service	1 large or 2 smaller display spaces on event floor – sq ft TBD given nature of activation	1 display space on event floor – sq ft TBD given nature of activation	Double booth (20x10) - premium location	1 10x10 booth in premium location	1 10x10 booth
Event Ticket Allocation	30 tickets for both Saturday & Sunday, 60 total for weekend	20 tickets for both Saturday & Sunday, 40 total for weekend	10 tickets for both Saturday & Sunday, 20 total for weekend	6 tickets for both Saturday & Sunday, 12 total for weekend	2 tickets for both Saturday & Sunday, 4 total for weekend
Social Media Presence (on scheduled basis in months prior & post event; e-blasts to LAWineFest subscriber base)	2 dedicated eblasts – 1 before & after event ~ 6 branded Facebook, Instagram & Twitter posts	1 dedicated eblast 4 branded Facebook, Instagram & Twitter posts	3 brand mentions in Facebook, Instagram & Twitter posts	2 brand mentions in Facebook, Instagram & Twitter posts	1 brand mention in Facebook, Instagram & Twitter posts
Name/Logo Placement: event posters, post cards/fliers, website, banners, media outreach and event press releases	Premium placement as presenting sponsor in all / exclusivity in service/product field	Preferred placement	Preferred placement	Standard placement	Standard placement
Event Program Ad Space	Inside or back cover color ad	Two full-page color ad	One full-page color ad	One full-page color	One half-page color
Reserved Parking Spaces	3 per day	2 per day	1 per day	N/A	N/A

About LAWineFest



LAWineFest will celebrate our 17th anniversary in 2022 after a so-called “leap year” hiatus due to the pandemic. This popular event blazed a trail in LA to bring wine and wine lovers together in a fun, inviting and accessible way. Now a local institution, we’re known to deliver a sun-kissed event that balances fun, exploration and education for over 7,000+ guests each year.

LAWineFest was founded in 2005 by Dr. Joel M. Fisher, PhD after his countless years of traveling, writing, and educating the public about wine. He passed the reigns to Scherr Lillico, *Fest Director*, in 2020, however, *Dr. Fisher remains as a Senior Wine Consult to the Fest.*

For additional sponsorship information, or to discuss a custom sponsorship package, please contact:

Scherr Lillico, CEO/Fest Director
scherr@LAWineFest.com
818-994-4661

Charles Singleton, Sponsorship Director
Trelmage 562-786-0303
csingleton@treimage.com