



THE VINTNER & THE CHEF

Sponsorship Opportunities

Concept Overview

“**The Vintner & The Chef**” is a next-generation immersive culinary and beverage experience where world-class chefs and beverage purveyors rotate through choreographed digital environments. Projection, storytelling, and sensory design elevate taste, emotion, and brand connection—transforming each event into a cinematic, multi-sensory journey.

Our digitally immersive beverage and epicurean events bring together world-class beverage purveyors and renowned chefs to create exclusive, interactive culinary experiences unlike anything in hospitality today. Imagine the visual immersion of Sphere in Las Vegas—reimagined for intimate dining, where cuisine, beverage, and digital storytelling evolve together in real time.

Why This Matters (Proof of Value)

- 200+ guests per experience
- 6–12 activations per month
- **1,200–2,400** guests monthly
- **14,400–28,800** guests annually per market
- Expansion pipeline: San Francisco, Napa Valley, Sonoma Valley, Oakland, Las Vegas, Houston Texas.
- High-value audience: \$200–\$800 spend per guest
- Access to chefs and brands with audiences ranging from **1M–50M+ followers**

Audience Profile

CEOs, founders, tastemakers, luxury consumers, and culturally engaged professionals. Guests are socially active, brand-conscious, and participate in premium experiences.



Marketing Reach & Exposure

- Email campaigns: 10,000+ targeted recipients.
- Combined Social reach: 20,000+ and growing.
- Daily content distribution, cross-promotion, and sponsor tagging.
- PR amplification via venue partners, influencers, celebrities, and media. (including Asian Journal)
- On-site brand impressions through digital projections, signage, and program placement.

Event Cadence

- **1–2 weekends per month**
- **Friday–Sunday**
- **Two shows daily**
(5PM & 7PM)
- **6–12 shows per month**

Better Experience Integration

This is not traditional sponsorship placement. Sponsors become part of the environment, narrative, and memory of the experience itself - woven directly into how guests see, taste, interact, and share the event.

- **Immersive Digital Environments**
Branded storytelling is projected across architectural surfaces-walls, vineyard-inspired installations, and atmospheric visual environments that evolve throughout the evening.
- **Integrated Wine & Culinary Moments**
Sponsors appear through curated tasting moments-glassware presentation, pour rituals, chef pairings, and sensory touchpoints that connect brand identity to flavor and memory.
- **VIP & Red Carpet Activation Zones**
High-visibility brand integration within arrival experiences, photo moments, and exclusive hospitality lounges designed for media capture and guest amplification.
- **QR-Driven Engagement Layer**
Every activation becomes measurable. Guests engage directly with sponsors through QR access points tied to content, offers, reservations, and post-event storytelling funnels.
- **Lifestyle Distribution & Brand Presence**
Napa Royals Lifestyle Society merchandise and curated brand pieces are distributed as part of the experience-including and extending sponsor presence beyond the event into daily life, social sharing, and repeat engagement.



Sponsorship Tiers



Presenting Sponsor – \$10,000 (1 Available)

The exclusive partner powering the entire series.

1. Exclusive recognition as **presenting sponsor**
2. Name or company logo listed as presenting sponsor on website, programs, printed materials, e-blasts, social media, and digitally projected before, after, and throughout the immersive event.
3. Logo on Glassware.
4. Prominent logo placement on event signage.
5. Logo placement on digitally projected “Welcome to Napa Valley Sign” step and repeat on every red carpet instance for photos before each show.
6. Opportunity to place 3 item in a swag bag.
7. One-page center spread in event program.
8. 12 tickets for the event.
1. Volunteer opportunities at one of the seasons events.
9. Digitally projected QR code to your business before and after show.
10. Logo integration on 1,000 Napa Royals Lifestyle Society baseball caps.
11. First rights to expand into other Vintner and The Chef markets.
12. (24 bottles of wine) priced at \$45.00+ each.

Preferred Merchant Sponsor – \$6,500 (3 Available)

Aligns your brand with the Napa Royals Lifestyle Society network.

Unlike traditional wine clubs, **Preferred Merchants** become part of a **curated alliance of exceptional brands** not limited to one product, one location, service, or one flavor profile. Instead, it is defined by the collective strength of an entire branded industry and destination working together. Napa Royals Society members gain access to a **living network of experiences across the Valley and beyond.**

2. Name or company logo listed as **Preferred merchant Sponsors** on website, programs, printed materials, e-blasts, social media, and digitally projected before, after, and throughout the immersive event.
3. Logo on Glass ware.
4. Prominent logo placement on event signage.
5. Logo placement on digitally projected “Welcome to Napa Valley Sign” step and repeat on every red carpet instance for photos before each show.
6. Opportunity to place 2 item in a swag bag
7. During the program portion of the event, your logo and a custom soundbite will be seamlessly integrated into the show, recognizing and thanking your brand as the **Preferred merchant Sponsor.**
8. Name or logo included in event program
9. 6 tickets for the event
10. Volunteer opportunities at one of the seasons events.
11. Digitally projected QR code to your business before and after show.
12. First rights to expand into other Vintner and The Chef markets.
13. (12 bottles of wine) priced at \$45.00+ each.



Chef & Vintner Activation Sponsor – \$3,500 (4 Available)

Supports rotating Chefs and Beverage talent.

1. Name or company logo listed as **Chef and Vintner Activation Sponsor** on website, programs, printed materials, e-blasts, social media, and digitally projected throughout the immersive events thanking your brand as the:

Chef and Vintner Activation Sponsor.

2. Logo on Glassware.
3. Prominent logo placement on event signage.
4. Logo placement on digitally projected “Welcome to Napa Valley Sign” step and repeat on every red carpet entrance for photos before and after each show.
5. Opportunity to place one item in a swag bag.
6. Name or logo included in event program.
7. 4 tickets for the event.
8. Volunteer opportunities at one of the seasons events.
9. Digitally projected QR code to your business before and after show.
- 10.(6 bottles of wine) priced at \$45.00+ each.



Media Sponsor – \$1,200 (5 Available)

Supports media reach and amplification.

1. Name or company logo listed as **Media Sponsor** on website, programs, printed materials, e-blasts, social media, and digitally projected throughout events.
2. Prominent logo placement on event signage.
3. Logo placement on digitally projected “Welcome to Napa Valley Sign” step and repeat on every red carpet entrance for photos before and after each show.
4. Opportunity to place one item in a swag bag.
5. Name or logo included in event program.
6. 15% discount off tickets. (Up to 6 tickets per event)
7. Volunteer opportunities at one of the seasons events.
8. (3 bottles of wine) priced at \$45.00+ each.



Marketing Sponsor – \$500 (5 Available)

Supports marketing reach and amplification.

1. Name or company logo listed as **Marketing Sponsor** on website, programs, printed materials, e-blasts, social media, and digitally projected throughout events.
2. Prominent logo placement on event signage.
3. Logo placement on digitally projected “Welcome to Napa Valley Sign” step and repeat on every red carpet instance for photos before each show.
4. Opportunity to place one item in a swag bag.
9. Name or logo included in event program.
5. 13% discount off tickets. (Up to 6 tickets per event)
10. Volunteer opportunities at one of the seasons events.
6. (2 bottles of wine) priced at \$45.00+ each.



Merchandise Sponsor – \$300 (5 Available)

Supports marketing reach and amplification.

1. Name or company logo listed as **Merchandise Sponsor** on website, programs, printed materials, e-blasts, social media, and digitally projected throughout events.
2. Prominent logo placement on event signage.
3. Opportunity to place one item in a swag bag.
4. Name or logo included in event program.
5. 10% discount off tickets. (Up to 6 tickets per event)
6. (1 bottles of wine) priced at \$45.00+ each.



Custom Sponsorship Opportunities

We offer fully customizable sponsorship integrations aligned with your brand goals, including:

- Named immersive environments
- Product storytelling integrations
- VIP hosting opportunities
- Content ownership and media partnerships

Contact & Commitment

We welcome the opportunity to build a tailored partnership aligned with your objectives.

Jason Elkin

Jason@NapaValleyDistribution.com

TheVintnerAndTheChef.com

707-227-7078



SPONSORSHIP FORM

COMPANY-BRAND	
NAME	
EMAIL	
PHONE	
ADDRESS	

SPONSORSHIP OPTIONS

Cannot Attend, Please Accept My Donation of Presenting Sponsor	\$	
		\$10K
Preferred Merchant Sponsor		\$6.5K
Chef & Vintner Activation Sponsor		\$3.5K
Media Sponsor		\$1.2K
Marketing Sponsor		\$500
Merchandise Sponsor		\$300
Pay by Check	X	OR



PAY BY CARD

CARD #	
EXP.:	CVN:
SIGNATURE X	

