



presents ...

ORANGE COUNTY WINE & SPIRIT FEST

PARTNERSHIPS 2020

Join us ...

OC Wine & Spirit Fest was created to bring a modern tasting experience to the people of Orange County, with luxe vibes and a laidback coastal attitude.

With the focus on fun, complemented by global tastings that will include wine, craft beer, spirits, hard seltzers, and more, OC Wine & Spirit Fest offers an experience perfect for everyone, and every taste.

The OC Wine & Spirit Fest is actively looking for its next charitable partner. Let us help you raise funds and awareness for your favorite nonprofit organization!

www.ocwineandspiritfest.com

OC Wine & Spirit Fest 2020

Located at the picturesque A Stone's Throw Winery in historic San Juan Capistrano

Be Experienced ...

OC Wine & Spirit Fest has a media partnership and PR strategy that shines a light on all participating vendors, sponsors, wineries, distillers, craft beverage makers and breweries.

Give consumers an experience for your brand! OC Wine & Spirit Fest offers a chance to interact face-to-face with a desirable demographic so you can attract new customers and build an organic brand loyalty through a memorable and fun experience.



ABOUT OC WINE & SPIRIT FEST:

Founded by the winemakers at A Stone's Throw Winery, the Orange County Wine & Spirit Festival brings not only wine, but spirits, craft beer, hard seltzers and more interesting trend-driven beverages and experiences to the people of Orange County. OC Wine & Spirit Fest will deliver an event that encourages festival attendees to explore a modern tasting experience with community and camaraderie at its heart. Set among the quintessential orange groves in historic San Juan Capistrano, OC Wine & Spirit Fest features wine & beer tastings by producers from up and down the coast, as well as tastings from beverage makers that are on the cutting edge of their field. Guests can mingle with sommeliers, vintners, craft beer experts and others, while they shop from a myriad of luxe vendors ranging from wine-related items to furniture, experiences and jewelry, and gourmet food trucks. There will also be a food + wine/spirits pairing lunch available, led by some of the area's best chefs and craft wine & spirits makers. The organizing team expects this festival will be the one to watch for 2020.



Who attends ...

The OC Wine & Spirit Fest attracts a wide demographic among an affluent community, all of whom are interested in wine, craft beer, modern spirits, travel and experiencing the latest trends in shopping, dining, drinking and more.

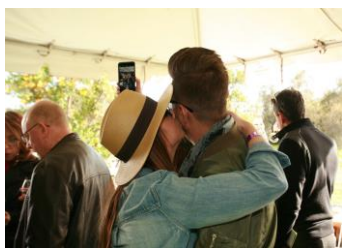
Demographics:

- Age Range: 21-59
- 55% female, 45% male
- Household Income: \$75k-\$350k
- 87% college educated
- 75% from around Orange County, 25% from San Diego, Los Angeles & beyond



Habits and values:

- Takes pride in “being in the know”
- Makes annual travel plans
- Loves to shop, dine, & drink out
- Entertains at home
- Is environmentally conscious
- Is socially conscious
- Interested in philanthropic causes



ORANGE COUNTY
WINE & SPIRIT FEST

The perfect setting ...

Nestled among some of the last remaining orange groves in Orange County, A Stone's Throw Winery sits on a 3-acre property and is a working tasting room year-round, pouring boutique wines made in OC. Its vistas are picture-perfect and its easily accessible, right off the 405 freeway.

Originally founded in 2002, with the tasting room opening in 2012 as Hamilton Oaks Vineyard and Winery Inc., A Stone's Throw Winery is now operated by OC Wine & Spirit Fest founders and the expert winemakers behind Giracci Vineyards & Farms, Chad and Linda Kearns.



Sponsorship Levels - Corporate

Included Benefits	Grand Cru \$20k	Premier Cru \$10k	Grand Vin \$5k
Display Space for Featured Product/Service	2 display spaces on event floor or premium activation	1 display space on event floor or activation	1 standard booth with signage
Event Ticket Allocation, beyond staffing for booth	30 tickets for Saturday & Sunday (60 total)	15 tickets for Saturday & 25 for Sunday (40 total)	5 tickets for Saturday & 15 for Sunday (20 total)
	2 dedicated eblasts – 1 before & after the event ~	1 dedicated eblast ~	3 brand mentions on Facebook and Instagram ~
Social Media Presence & Inclusion in email blasts	6 branded Facebook posts ~ 3 branded Instagram posts ~ Coverage on stories	4 branded Facebook posts ~ 2 branded Instagram posts ~ Coverage on stories	Coverage on stories during event
Name/Logo Placement: All printed collateral, web & media outreach	Premium placement	Premium Placement	Preferred placement
Event Program Ad Space	Inside cover(s) – full color	Two full-page color	One full-page color
Reserved Parking Spaces	3 per day	2 per day	1 per day

Sponsorship Levels - Community

Included Benefits	Amis du Vins \$2k	Cabernet \$1k	Community \$500
Display Space for Featured Product/Service	1 standard booth space in premium area w/ signage	1 standard booth with signage	n/a
Event Ticket Allocation	4 GA tickets for Saturday & 8 All Access tickets for Sunday (12 total)	2 GA tickets for Saturday & 6 All Access tickets for Sunday (8 total)	2 All Access Tickets for Sunday
Social Media Presence & Inclusion in email blasts	2 brand mentions in social media posts ~ Coverage on stories	1 brand mention in social media post ~ Coverage on stories	Coverage on stories
Name/Logo Placement: All printed collateral & website	Standard placement among sponsors	Standard placement as community sponsor	Standard placement as community sponsor
Event Program Ad Space	One full page color	½ page ad	½ page ad

ORANGE COUNTY WINE & SPIRIT FEST

Let us help create a memorable experience of your brand,
bringing it to life at the Orange County Wine & Spirit Fest

For Event Sponsorship Inquiries:

- ocwinespiritfest@gmail.com

For Media Sponsorships & Press Inquiries:

- amanda@shoutpr.com

For Wineries, Breweries, Distillers
& Vendors:

- ocwinespiritfest@gmail.com



For more info and ticket sales: www.ocwineandspiritfest.com