



Ocean
presents

Sotheby's
INTERNATIONAL REALTY

KEY WEST
FOOD & WINE
2022 FESTIVAL

JANUARY 26 - JANUARY 30,
2022

**THE KEY WEST FOOD AND WINE
FESTIVAL**

A series of wine and food themed events showcasing a diverse range of wines & inventive cuisine, hosted by their passionate creators at iconic island locations.

OVER 20 UNIQUE EVENTS

Including
Waterfront Tastings,
Winemaker/Chef
Collaborations &
Local Funky Events
That Present An
Authentic Taste Of
Key West, Florida.

THE PLACE TO BE IN JANUARY

The festival attracts thousands of culinary explorers from around the country who descend on the tropical island to escape the winter and delight their senses.

dolce

events & marketing





KEY WEST FOOD & WINE FESTIVAL

PARTNERSHIP

Partnership Benefits

- Your business logo and link posted on our website receiving 1000 views per day.
- Link on our mobile app.
- Included in Social Marketing: Face Book, Twitter, Instagram and Pinterest & Google Plus.
- Recognized with logo on select print marketing.
- Advertised in national, regional and local publications.

Why Become A Partner?

The Festival is an annual destination event during winter season to attract food and wine enthusiasts to the Florida Keys.

In addition to increasing your company's profile among this key demographic, a partnership with The Festival will also allow your company to:

- Find new, quality customers.
- Gain cachet by affiliating your business with a high-end event targeting affluent Key's visitors.
- Broaden the market's awareness of your products and services.
- Reinforce loyalty with current consumer relationships.
- Gain media exposure among food, wine and lifestyle media.

Our advertising efforts are expected to reach over 4 million people this year with overall exposure to your brand.

Participating Sponsors must sign up by December 1st, 2018. Tickets are on sale now.

This information is necessary for sales and marketing efforts to promote your business.



MEDIA & PRESS

With our media relationships we are reaching millions of food lovers and travelers in print & digital



travel CHANNEL DESTINATIONS

Food and Drink

MAIN ARTICLES PHOTOS VIDEO

Best Food & Wine Festivals

Calling all foodies and wine lovers: For savory eats and gourmet wines, these festivals deliver with eclectic tastings, hands-on cooking demos and breathtaking venues.



Forbes Lifestyle

JAN 26, 2016 @ 06:13 PM 7,083 VIEWS

Key West Food & Wine Festival 2016 Highlights Resort's Growing Reputation As A Foodie Paradise

Alexandra Kirkman, CONTRIBUTOR

FOLLOW ON FORBES (15)



SAT, FEB 1, 2020 AT 12 PM

Original Stock Island Shrimp Boil

The Perry Hotel Key West · Key West

✓ Going

You like Key West Food and Wine Festival

1,081 People Reached

3 Engagements

Boost Event



KEY WEST FOOD & WINE FESTIVAL

DEMOGRAPHICS

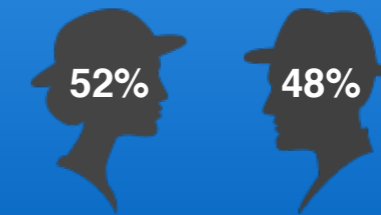
OUR AUDIENCE

The Festival's audience continues to expand both nationally and internationally. The majority of our audience is derived from the Mid-Atlantic and Southeastern States. Growth trends in ticket sales, internet traffic, and social media indicate a growing audience in Virginia, Massachusetts, New York, New Jersey, Pennsylvania, Illinois, Ohio, Texas, Florida, California, Louisiana, and Maryland. Our guests do come from all 50 states with International attendance.

50% of our Guest's return each year.

We attract over 3000 people over our five day event.

Average House hold income \$150,000+



SPONSORSHIP

The Key West Food & Wine Festival creates unique experiences and opportunities for its corporate partners. All sponsorship packages are customized to meet prospective sponsor's goals. Specific plans can be developed to meet individual sponsor needs for media outreach.



Bronze \$500



Gold \$1000



Platinum Presenting \$2500



Key West Food & Wine Festival
www.KWFWF.com
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1.800.474.4319