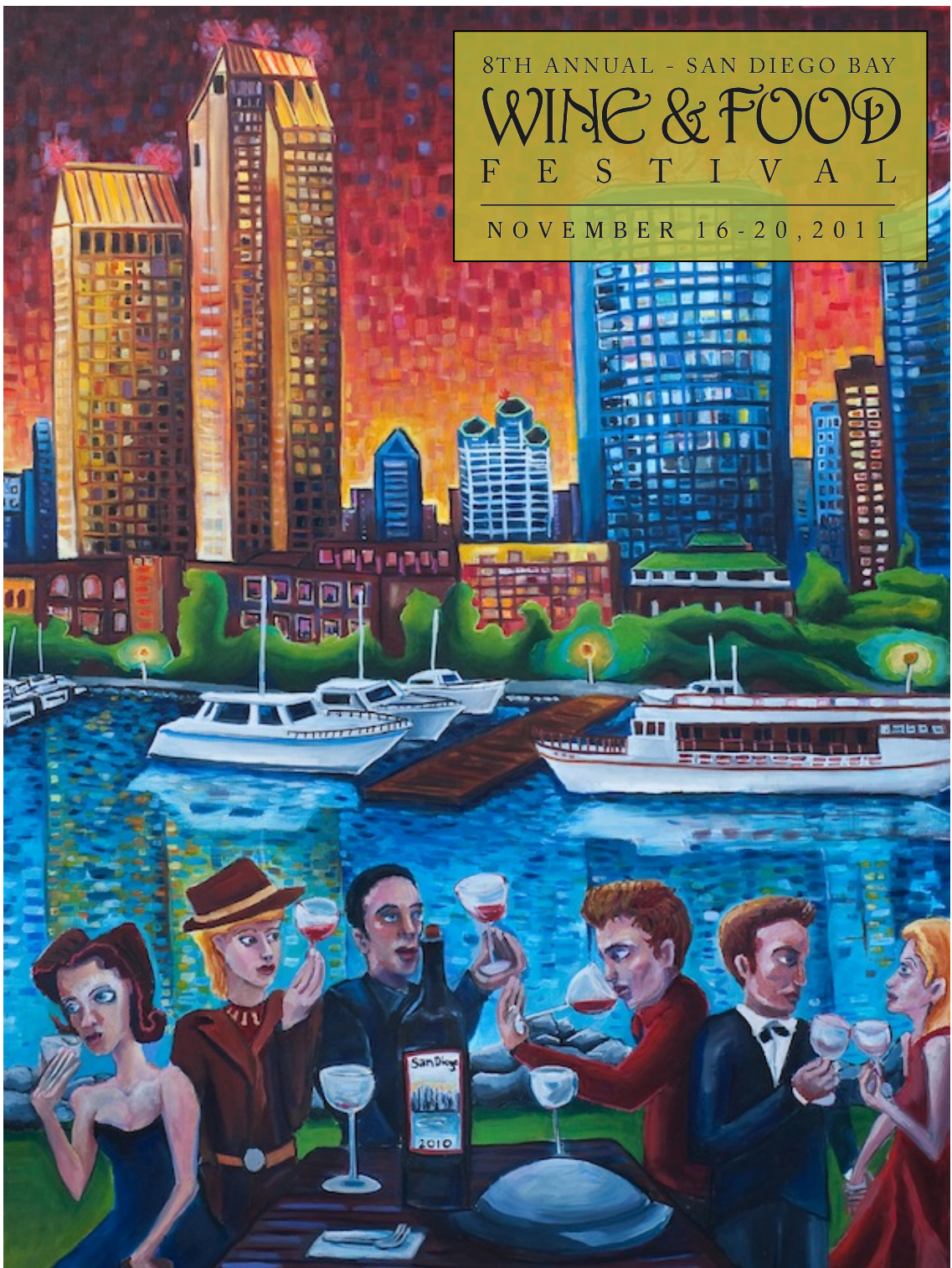


8TH ANNUAL - SAN DIEGO BAY

# WINE & FOOD FESTIVAL

NOVEMBER 16-20, 2011



## 2011 Festival Overview & Sponsorship Opportunities

# EVENT OVERVIEW

The San Diego Bay Wine & Food Festival is an international showcase of the world's premier wine and spirits producers, chefs and culinary personalities, and gourmet foods. Produced by World of Wine Events, the Festival benefits the American Institute of Wine & Food culinary arts scholarship program.

Now in its eighth year, the San Diego Bay Wine & Food Festival has quickly grown into the largest wine and culinary extravaganza on the West Coast and has become a signature for the city of San Diego. The five-day festival features wine tasting seminars, cooking classes by James Beard award-winning chefs, and an elegant Reserve Tasting. The festival culminates on Saturday at the star-studded Grand Tasting Event held on the magnificent San Diego Bay.

Ranked by Biz Bash Magazine as one of the top culinary events in the region, the Festival has quickly become a “must do” event for gourmands interested in world class wines, premium spirits, award-winning chefs, and gourmet foods - truly one of the country's top luxury wine and food experiences of the year.

Held November 17-21, 2011, the 8<sup>th</sup> Annual San Diego Bay Wine & Food Festival will host over 9,000 attendees from across the nation. During its seven days of festivities, the Festival features 14 wine tasting and culinary classes; the WineRave held at Eden Restaurant; an elegant Reserve & New Release Tasting aboard the Hornblower Inspiration; a Celebrity Chef Luncheon & Big Bottle Live Auction at Roy's Restaurant in the Marriott Hotel & Marina; and a Grand Tasting Event on the Embarcadero Park.

The Festival showcases over 170 wine and spirit purveyors, 60 of San Diego's fine dining restaurants, gourmet food companies, and lifestyle exhibitors, as well as featured celebrity chef book signings, Bridgestone's Designated Driver Lounge and Safe Ride Home Program, the POM Wonderful Pavilion featuring celebrity bartenders, Chef of the Fest competition and so much more.

# FESTIVAL STATISTICS

The 2010 Festival saw record-breaking attendance figures, attracting affluent food and wine enthusiasts from across the country:

- Just over 4,500 people attended the Grand Tasting Event on Saturday, November 20
- The Reserve & New Release Tasting sold out to 1,000 attendees on November 19
- The WineRave, Industry Insiders Party, Cooking and Wine Tasting Classes, Celebrity Chef Luncheon and VIP Party attracted just over 2,500 attendees
- The entire week's Festival drew over 9,000 affluent wine and food aficionados into San Diego
- Over 170 wineries from wine growing regions around the world take part in the event
- Over 800 different types of wines are poured at the Reserve Tasting and Grand Tasting Events
- 60 of San Diego's top restaurants and celebrated chefs along with Gourmet Food companies took part in the Grand Event
- Celebrities such as Chef in the Hat Thierry Rautureau, Chef Suzette Gresham, Chef Roy Yamaguchi of Roy's Restaurant, Cooking Light Magazine's Chef Billy Strykowski, Sam The Cooking Guy, Chef Celestine Drago, Chef Katsuya Fukushima, Chef Nico Chessa, Master Sommelier Joseph Spellman, Chef Patrice Olivon, Top Chef contestants Kenny Gilbert, Brian Malarkey, Andrea Curto-Randazzo, and Eli Kirshtein, and many others are flown in to lead a line-up of exciting and informative cooking and wine demonstrations
- Major U.S. Brands used this year's Festival to expand their Southern California market reach, including Bridgestone, POM Wonderful, Stella Artois, Kerrygold, Cooking Light Magazine, Wine Spectator, Southwest Airlines, Acqua Panna and San Pellegrino, California Olive Ranch, and Borders Bookstore.

# AUDIENCE DEMOGRAPHICS

Attracting over 9,000 wine and food enthusiasts and industry tastemakers at this five-day event, the San Diego Bay Wine & Food Festival appeals to an affluent consumer of wines and luxury lifestyle goods and services:

- Attendee median age: 30-50 years
- 60.2% of females purchased tickets while event attendance is split 50/50
- 60% of attendees have an annual household income of over \$100,000
- Is seeking financial goods and services such as mortgages, life insurance, and investment advice
- Consider themselves connoisseurs of fine wine and food
- Dines out five to seven times per month at a fine dining establishment
- Purchases an average of two to three cases of wine per month
- Frequently cooks and entertains at home for large dinner parties
- Over 30% stay in a San Diego hotel during the week of the Festival
- Of those that stay in a hotel, 63% of attendees book their rooms for more than one night



# EVENTS AT-A-GLANCE

## **VIP Kick-Off Party**

The star-studded kick off party sets the stage for an action packed epicurean week. Held in 2010 at the Se Hotel, the party was hosted by Tommy Bahama Rum, POM Wonderful and Chef Works and featured free flowing cocktails, tray upon tray of the Chef's most creative bite sized masterpieces, and the largest gathering of San Diego's celebrity chefs in the year.

## **“Chef of the Fest” Competition**

Foodies from all over the United States converged on San Diego's Big Bay during the San Diego Bay Wine & Food Festival to watch 60 of the city's top chefs compete for just over \$50,000 in cash and prizes and the coveted title of “Chef of the Fest”

Prize packages awarded to the “Chef of the Fest” have included a professional range provided by Fixtures Living, magazine exposure in Cooking Light, Dining Out, Culinary Trends and San Diego Magazines, cash prizes and more. Additionally, the “Chef of the Fest” winner will return to the 8th Annual San Diego Bay Wine & Food Festival in 2011 as one of the headlining chefs with their own cooking class and appearances during the Grand Tasting.

## **Winetasting Seminars**

Led by Master Sommeliers and features legendary winemakers and experts in their craft, the Festival's Winetasting Seminars take place on Thursday and Friday prior to the Grand Tasting Event. The series of classes range in topics from Paso Robles blends panel discussions to comparisons between Old World and New World wines to a Master Sommelier Blind Tasting.

## **Cooking Classes**

From nationally recognized celebrity chefs to local culinary stars, the Festival's cooking classes are always a highlight, selling out to packed crowds. Prior instructors have included Jame's Beard Award Winners such as Robert Kinkaid and Paul Bartolotta, cookbook authors such as Chef David Lawrence and Chef in the Hat Thierry Rautureau, and television personalities such as Sam The Cooking Guy and Ted Allen, among others. Classes take place on Thursday and Friday prior to the Grand Tasting Event.

# EVENTS AT-A-GLANCE

## **WineRave**

A wine tasting event with the volume turned up a few notches. Held at a popular nightclub in downtown San Diego this event caters to the 21-35 year-old crowd and features cutting edge wines and spirits. The event is designed to create an uber hip tasting experience for a collective of up-and-coming wine and spirits consumers.

## **Celebrity Chef Luncheon & AIWF Live Auction**

The AIWF Celebrity Chef Luncheon & Big Bottle Auction features 10 celebrity winemakers and a world-class menu prepared by nationally acclaimed chefs. In 2010, chefs included Chef Kenny Gilbert of Nippers Beach Bar & Grill, Chef Roy Yamaguchi of Roy's, Chef Celestino Drago owner of Drago Centro, Chef Jose Andres of Catering by Rigdewell's, Chef Ron Oliver from La Jolla's Marine Room and Chef Nico Chessa of Valentino Santa Monica. Guests will dine at tables of 12, each table featuring one winemaker pouring favorites from their portfolio and a local celebrity chef & "Chef of the Fest" finalist. Proceeds from the event's auctions benefit The American Institute of Wine & Food Culinary and Enology Scholarship program. Each year, thousands of dollars are awarded to professionals and students in San Diego to further their careers in culinary and enology arts. To date, over \$150,000 has been awarded to AIWF who in turn fund deserving students from proceeds raised at auctions during the San Diego Bay Wine & Food Festival.

## **Reserve & New Release Tasting**

An elegant tasting event on Friday night of the Festival, the Reserve & New Release Tasting showcases close to 200 reserve and new release wines and spirits and 12 mouth-watering food stations hosted by award-winning catering companies and restaurants. The event sells out to a crowd of 1,000 collectors of fine wines and luxury spirits.

## **Grand Tasting**

The Grand Finale, held on San Diego's Embarcadero Park North, is truly one of the most exciting luxury events of the year. The 2010 Festival had just over 4,500 wine and food enthusiasts in attendance. Sixty of San Diego's top fine dining chefs go head-to-head to compete in the "Chef of the Fest" competition where one chef walks away with \$50,000 in cash and prizes! The Grand Event features over 170 winemakers, spirits and breweries, gourmet foods, celebrity chef book signing tent, olive oil competition and tasting tent, music stages, a backdrop of sailboats and the magnificent San Diego shoreline.

# 2010 MARKETING OUTLINE

- |  |        |
|--|--------|
| • Event Save the Date Bookmark ( <i>Consumer &amp; Trade</i> )                                     | 55,000 |
| • Event Postcard ( <i>Consumer &amp; Trade</i> )   | 60,000 |
| • Festival Poster<br>( <i>In Restaurants, Retailers, Coffee Shops, &amp; Wine Bars pre-event</i> ) | 2,000  |
| • Festival Program ( <i>On-site</i> )  | 5,000  |

## In addition, the 2010 Festival was promoted through:

- Weekly Electronic Newsletters (30 x 20,000 subscribers, including attendees, trade, media, and exhibitors)
- Radio, Print, and Television Advertising
- ARES Travel Bookings
- Corporate Incentives with companies and associations such as Qualcomm, AT&T, Chase, Morgan Stanley, SONY, and more
- Direct mail campaigns through Cooking Light Magazine, Vine Times Magazine, and La Chaîne des Rôtisseurs
- Web banner ads on LATimes.com, OCRegister.com, SanDiego.com, Gayot.com, DiscoverSD.com, NBC Los Angeles.com, and others
- San Diego Convention & Visitors Bureau e-Newsletter and Destination Pages
- Cooperative partnerships with La Jolla Playhouse, TripAdvisor, NBC San Diego, Borders Bookstore, and Yelp.com
- Night&Day Wine Series Features in the San Diego Union-Tribune
- Hot Deals inclusion in Sunset Magazine's Getaway Pages
- Participation with Just My Ticket & Local Wine Events
- Promotion with Amtrak California for distribution of rack cards in Southern California train stations
- Inclusion in AIWF, Tasting Table, and Desert Living email newsletters
- Local and national media partnerships with Wine Spectator, San Diego Magazine, Cooking Light, Dining Out, Imbibe, Pacific San Diego, Vine Times, Culinary Trends, and The Quarterly Review of Wines
- Radio and online promotions through Jazz 88.3, Radio Sophie, KPBS, KPRI, KYXY, SignOnSanDiego.com, and VinVillage Radio
- San Diego Bay Wine & Food Festival Website
- Extensive public relations outreach with numerous placements

**Total Advertising, Promotions, and Marketing Collateral Impressions = 232,502,342**









# 2010 PUBLIC RELATIONS OVERVIEW

The San Diego Bay Wine & Food Festival appeared in a number of features and articles leading up to the event resulting in over 144 million impressions. The following are a few highlights of this year's coverage:

- KPRI-FM Morning Show on 11/15 - Interview with Chef Kenny Gilbert on the Celebrity Chef Luncheon
- 790 KABC Los Angeles "The Bikini Lifestyle" on 11/27 featuring Chef Robert Ruiz, 2010's "Chef of the Fest"
- VinVillage Radio on 11/21 - live broadcast from Grand Tasting Event featuring Bridgestone, Chef Paul McCabe, Chef Eli Kirshstein (POM Wonderful), Chef Billy Strykowski (Cooking Light), Jessica Engel (Loire Valley)
- KUSI Morning News on 11/17 - 2-segment feature on Festival promoting Wine Rave and featuring Chef Scotty and Chef Billy
- NBC San Diego Morning News on 11/10 featuring Michelle Metter and local chefs involved in the Tastemaker Dinners
- San Diego Living on 11/13 featuring Michelle Metter and Chef William Bradley promoting the Tastemaker Dinners
- San Diego 6 "Where's Ruben?" on 11/15 - 5-segment feature on Festival featuring Chef Sinsay, Chef Scotty, wineries, restaurants, cooking classes, and Joey & Melissa Maggoire
- Magazine articles featured in BizBash Magazine, California Golf News & Travel, Comfort Food Magazine, Cooking Light Magazine, Elite Magazine, Laguna Beach Magazine, Palm Springs Life, Ranch & Coast Magazine, Los Angeles Magazine, Sunset Magazine, Budget Travel, San Diego Magazine, San Diego Home & Garden, Travel 50 and Beyond, and many others!
- Newspaper articles featured in the Los Angeles Times, San Diego Union-Tribune, Del Mar Times, North County Times, Rancho Santa Fe Review, San Diego Daily Transcript, San Diego Downtown News, San Diego Uptown News, San Diego City Beat, Biz San Diego, The Coast News, and others!
- Over 200 web-related postings including Gayot.com, LocalWineEvents.com, NBCSanDiego.com, OCRegister.com, LATimes.com, Yelp.com, LocalTripper.com, Goby.com, CA.gov, Eventful.com, Rubios.com, SanDiegoMagazine.com, SignOnSanDiego.com, SanDiego.org, KBPS.org, DiningOut.com, and more!

**Total PR Impressions = 704,322,904**



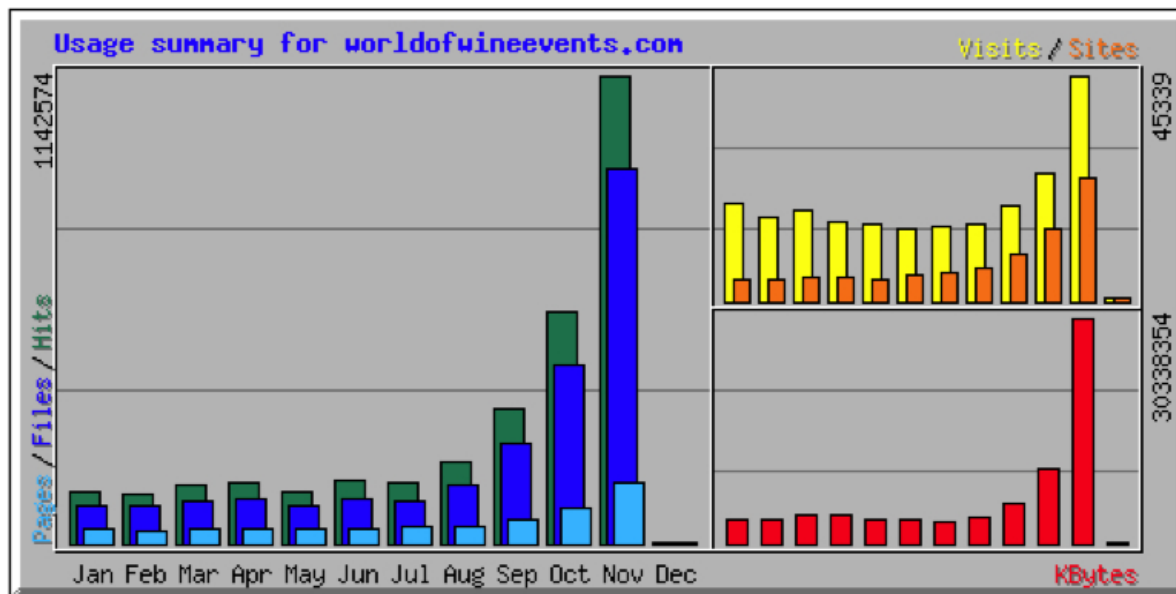




# OVER 3.2 MILLION WEB HITS

## Usage Statistics for worldofwineevents.com

Summary Period: Last 12 Months



### Summary by Month

Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
<a href="#">Dec 2010</a>	4123	3213	1043	514	506	87135	514	1043	3213	4123
<a href="#">Nov 2010</a>	38085	30430	5062	1511	24872	30338354	45339	151882	912908	1142574
<a href="#">Oct 2010</a>	18182	14137	2733	832	14403	10056934	25796	84740	438260	563654
<a href="#">Sep 2010</a>	11041	8186	2003	646	9444	5424169	19392	60115	245586	331256
<a href="#">Aug 2010</a>	6377	4705	1411	494	6866	3684734	15326	43759	145873	197694
<a href="#">Jul 2010</a>	4798	3276	1387	490	5858	2873557	15197	43006	101582	148764
<a href="#">Jun 2010</a>	5103	3740	1283	481	5444	3189643	14446	38508	112226	153110
<a href="#">May 2010</a>	4067	3016	1169	500	4598	3295900	15520	36256	93512	126097
<a href="#">Apr 2010</a>	4952	3651	1199	528	4662	3761836	15853	35978	109534	148588
<a href="#">Mar 2010</a>	4590	3432	1258	591	4702	3869870	18329	39002	106417	142296
<a href="#">Feb 2010</a>	4299	3294	1168	602	4540	3291286	16864	32719	92233	120390
<a href="#">Jan 2010</a>	4030	2959	1211	628	4422	3155555	19472	37551	91734	124936
<b>Totals</b>						<b>73028973</b>	<b>222048</b>	<b>604559</b>	<b>2453078</b>	<b>3203482</b>

# 2010 EVENT IMPRESSIONS

Over 900 Million Total Impressions

- 9,000 Festival Attendees over the event's five days
- 232,502,342 Advertising & Marketing Collateral Impressions
- 704,322,904 PR Impressions
- 2010 Festival Program Advertisement (5,000 Programs)
- Annual Festival Web Hits totaling 3,203,483

Total of 940,037,729 Impressions





# WHY BECOME A SPONSOR

The San Diego Bay Wine & Food Festival is a destination event attracting high-profile members of the wine and culinary trade as well as affluent consumers throughout the event's five days. In addition to increasing your company's profile among this key demographic, a sponsorship with the Festival will also allow your company to:

- Gain cachet by affiliating your brand with a high-end consumer event targeting affluent wine and food enthusiasts
- Broaden the market's awareness of your products and services
- Reinforce loyalty with current consumer relationships
- Find new, quality customers
- Gain media exposure among food, wine and lifestyle media
- Facilitate a market assessment of your product by sampling
- According to the Cone/Rober Report, consumers are more likely to switch to a sponsor's brand that supports a local event or cause

# ON-SITE SPONSOR BANNERS

7TH ANNUAL SAN DIEGO BAY WINE & FOOD FESTIVAL

## VIP Party

SPONSORED BY:

7TH ANNUAL SAN DIEGO BAY WINE & FOOD FESTIVAL

## Reserve & New Release Tasting

PRESENTED BY: **BRIDGESTONE**

SPONSORED BY:

7TH ANNUAL SAN DIEGO BAY WINE & FOOD FESTIVAL

## Celebrity Chef Luncheon

AT BOY'S RESTAURANT AT THE SAN DIEGO MARSHOTT HOTEL & MARINA

PRESENTED BY: **Wine Spectator**

WINE SPECTATOR PRESENTS CELEBRITY CHEF LUNCHEON & AWAY BIG BOTTLE AUCTION:

SPONSORED BY:

THANK YOU TO OUR PARTICIPATING WINERIES:

7TH ANNUAL SAN DIEGO BAY WINE & FOOD FESTIVAL

## Industry Insiders Party

SPONSORED BY:

7TH ANNUAL SAN DIEGO BAY WINE & FOOD FESTIVAL

## Chef of the Fest

SPONSORED BY:

7TH ANNUAL SAN DIEGO BAY WINE & FOOD FESTIVAL

## Thank You TO OUR SPONSORS

PLATINUM SPONSORS:

GOLD SPONSORS:

7TH ANNUAL SAN DIEGO BAY WINE & FOOD FESTIVAL

## Wine Rave

SPONSORED BY:

7TH ANNUAL SAN DIEGO BAY WINE & FOOD FESTIVAL

## Reserve & New Release Tasting

HORNBLOWER INSPIRATION

RESERVE & NEW RELEASE TASTING WINERY RECEPTION PRESENTED BY:

HONG KONG INTERNATIONAL WINE & SPIRITS FAIR

Thank You TO OUR SPONSORS

PLATINUM SPONSORS:

GOLD SPONSORS:

SILVER SPONSORS:

SILVER SPONSORS:

# 2011 SPONSORSHIP AND MARKETING OPPORTUNITIES

## **PRESENTING SPONSOR**

- Festival Presenting Sponsor  
(EXCLUSIVE)

## **GRAND CRU**

### **(PLATINUM SPONSORS)**

- Platinum Level Category Sponsor
- Official Car Sponsor
- Official Credit Card Sponsor
- Official Airline Sponsor
- Official Entertainment Pavilion Sponsor
- Festival Glass Sponsor

## **PREMIER CRU**

### **(GOLD SPONSORS)**

- Gold Level Category Sponsor
- Headliner's Title Sponsor
- Festival Plate Sponsor
- Festival Water Sponsor (SOLD)
- VIP Tent Sponsor
- Official Bread Sponsor (SOLD)
- Olive Oil Tasting Tent Title Sponsor
- Trade Tasting Title Sponsor
- Festival T-Shirt Sponsor
- Volunteer Sponsor
- Official Supply Company
- Lanyard Sponsor

## **GRAND VIN (SILVER SPONSORS)**

- Silver Level Category Sponsor
- Cooking & Wine Tasting Class Sponsor
- Official Chocolate Sponsor
- Shuttle Bus Sponsor
- VIP Welcome Line Sponsor
- Bag Sponsor
- Official Champagne
- Martini Bar Sponsor
- Bloody Mary Bar Sponsor
- Official Coffee Sponsor
- Chef Jacket Sponsor
- Band Sponsor
- Official Beer Sponsor

## **RESERVE & NEW RELEASE TASTING SPONSORS**

- Reserve Tasting & Silent Auction Presenting Sponsor (Platinum Level)
- Reserve Tasting Winery "Break" Sponsor (Silver Level)
- Reserve Tasting Cuisine Sponsor (Silver Level)
- Cigar Deck Title Sponsor (Silver Level)

## **AIWF LIVE AUCTION & CELEBRITY CHEF LUNCHEON**

- AIWF Live Auction & Celebrity Chef Luncheon
- Title Sponsor (Gold Level)
- Table Sponsor (Silver Level)
- Wine Sponsor (Silver Level)

## **"CHEF OF THE FEST"**

- Chef of the Fest Presenting Sponsor (Gold Level)
- Chef of the Fest Product Sponsor (Based on Value)

## **VIP KICK OFF PARTY**

- VIP Party Presenting Sponsor (Gold Level)
- VIP Party Destination Sponsor (Gold Level)

## **SAN DIEGO WINE RAVE**

- San Diego Wine Rave Presenting Sponsor (Gold Level)

## **MEDIA SPONSOR**

- Platinum, Gold and Silver level sponsorships available
- Event Magazine Distribution

## **VIP GIFT BAGS**

- Chef Gift Bags
- Celebrity "Headliner" Gift Bags
- VIP Grand Tasting Gift Bag

## **ADDITIONAL OPPORTUNITIES**

- Exhibit Space
- Program Advertising
- Website Advertising

## **CORPORATE CABANAS**

- Grand Event Corporate Cabanas & Ticket Package

# CONTACT INFORMATION

With so many events and sponsorships available at the San Diego Bay Wine & Food Festival, your marketing opportunities are endless. We look forward to building a custom sponsorship for you to help meet your needs.

For more details, contact **Fast Forward Event Productions** and ask for a sponsorship representative: 619-312-1212