



San Diego Bay Wine & Food Festival  
www.worldofwineevents.com

## Press Credentials

### Press Credentials Application

#### San Diego Bay Wine & Food Festival | November 16 – 20, 2011

Please complete the following information and send to Jessica Gago via fax (619-312-1211) or email (gago@fastforwardevents.com).

You will be sent an email notification if your request for press credentials has been approved. If you have questions, please email gago@fastforwardevents.com

#### CONTACT INFORMATION

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Media Outlet: \_\_\_\_\_  
URL: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_ Email: \_\_\_\_\_

#### PUBLICATION/OUTLET INFORMATION

Media Outlet: \_\_\_\_\_  
Form (please circle): NEWSPAPER    MAGAZINE    ONLINE/BLOG    TV    RADIO  
Distribution (please circle): REGIONAL    NATIONAL    INTERNATIONAL  
Circulation: \_\_\_\_\_

#### COVERAGE

Did you attend the San Diego Bay Wine & Food Festival in 2010? \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, please attach copies of the articles that were written about the Festival with this request form.

If no, please answer the following:

1. Do you plan on broadcasting or writing information/articles on the Festival in advance of the event? If so, what is the timing (i.e. publication, issue)?

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2. Do you plan on broadcasting or writing information/articles on the Festival once the event has taken place? If so, what is the timing (i.e. publication, issue)?

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## **EVENTS**

For which Festival events would you like to have press credentials?

- Wine Rave (Wednesday, November 16)  
 Reserve Tasting (Friday, November 18)  
 Grand Event (Saturday, November 19)

### **Thursday, November 17 Classes**

Location: San Diego Wine & Culinary Center

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|---|--|
| <input type="checkbox"/> 11:00 am–12:30 pm<br>Love Connection: Gourmet Mac & Pinot Noir           | <input type="checkbox"/> 2:00 pm–3:00 pm<br>Pleasure Principles: Spoil the One You Love with Cocktails and Cuisine |
| <input type="checkbox"/> 11:30 am–12:30 pm<br>The Art of Distillation: From Moonshine to Macallan | <input type="checkbox"/> 3:30 pm–4:30 pm<br>The Inquisition: Spanish Varietal Tasting                              |
| <input type="checkbox"/> 1:30 pm–2:30 pm<br>Talking Terroir: France’s Champagne Region            | <input type="checkbox"/> 4:00 pm–5:00 pm<br>Two Farms, Two Families, One Vision: From Portugal to Point Reyes      |

### **Friday, November 18 Classes**

Location: San Diego Wine & Culinary Center

- 11:00 am–12:00 pm  
A Taste of the Mid East
- 12:00 pm–1:30 pm  
Master Sommelier Blind Tasting
- 1:00 pm–2:00 pm  
Italian Master Class
- 2:30 pm–4:00 pm  
NAPA versus NAPA: A Comparative Tasting & Panel Discussion of Napa Valley Mountain Regions
- 3:00 pm–4:00 pm  
Belgian Beer Tasting & Pairing

Location: Macy’s School of Cooking

- 12:00 pm–1:30 pm  
Brunch-themed class with Gail Gand
- 3:00 pm–4:30 pm  
Super Chef All Stars Presented by Alaska Seafood

## Blogger Questionnaire

Due to the substantial amount of requests we receive for media passes, we are requesting bloggers who are interested in covering our event to give us a better understanding of their blog and readership. These are not requirements, but simply help us learn more about your blog. Blogs will be reviewed on a case-by-case basis.

1. Give a summary of your blog:

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2. Who is your audience?

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3. List monthly impressions your blog receives:

Pageviews: \_\_\_\_\_

Monthly hits: \_\_\_\_\_

Unique visitors: \_\_\_\_\_

Posts per week: \_\_\_\_\_

4. Do you have social media that supports your blog?

Twitter handle: \_\_\_\_\_ # of followers: \_\_\_\_\_

Facebook handle: \_\_\_\_\_ # of fans: \_\_\_\_\_

5. Approximately how many comments do you average on a regular post?

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6. Has your blog received media attention? If so, please provide examples and links to coverage.

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7. Have you covered other events in the past? If so, please provide examples and links to coverage.

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8. Include links to your most popular posts:

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