

9TH ANNUAL SAN DIEGO BAY WINE & FOOD FESTIVAL



NOVEMBER 14TH – 18TH, 2012
EVENT OVERVIEW AND 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.



EVENT OVERVIEW



Produced by World of Wine Events, the Festival benefits the American Institute of Wine & Food culinary arts scholarship program.

Now in its ninth 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 14-18, 2012, the 9th Annual San Diego Bay Wine & Food Festival will host over 10,000 attendees from across the nation. During its seven days of festivities, the Festival features 14 wine tasting and culinary classes; the WineRave; an elegant Reserve & New Release Tasting; 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, Coach America’s Safe Ride Home Program, Infiniti Pavilion, Chef of the Fest competition and so much more.

FESTIVAL STATISTICS



The 2011 Festival saw record-breaking attendance figures, attracting affluent food and wine enthusiasts from across the country.

FESTIVAL STATISTICS



- Just over 5,000 people attended the Grand Tasting Event on Saturday, November 19
- The Reserve & New Release Tasting sold out to 1,000 attendees on Friday, November 18
- The VIP Party, WineRave, Industry Insiders Party, Cooking and Wine Tasting Classes, and Celebrity Chef Luncheon attracted just over 3,000 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 Bradley Ogden, Chef Gale Gand, Chef Celestino Drago, Chef Bernard Guillas, Chef Suzette Gresham, Cooking Light Magazine's Chef Billy Strykowski, Sam The Cooking Guy, Master Sommelier Joseph Spellman, Food Network's The Hearty Boys, Chef Daniel Joly, Cathlyn Choi, Top Chef contestants Kenny Gilbert, Brian Malarkey, 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 Alaska Seafood, Alexia, Celebrity Cruises, Coach America, Cooking Light Magazine, Infiniti, Acqua Panna and San Pellegrino, Southwest Airlines, True Professional Series, and Stella Artois.

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.

AUDIENCE DEMOGRAPHICS



- 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

SAN DIEGO BAY
WINE &
FOOD
FESTIVAL



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 2011 at the San Diego Harley-Davidson in Little Italy, the party was hosted by Alaska Seafood, Jägermeister 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 9th Annual San Diego Bay Wine & Food Festival in 2012 as one of the headlining chefs with their own cooking class and appearances during the Grand Tasting.

Wine Tasting Seminars

Led by Master Sommeliers and features legendary winemakers and experts in their craft, the Festival's Wine Tasting 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 James Beard Award Winners such as Robert Kinkaid, Gale Gand, Paul Bartolotta, cookbook authors such as Chef David Lawrence and Chef in the Hat Thierry Rautureau, and television personalities such as The Hearty Boys, 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 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 über-hip tasting experience for a collective of up-and-coming wine and spirits consumers.

Wine Spectator Celebrity Chef Luncheon & Big Bottle Live Auction

The Wine Spectator Celebrity Chef Luncheon & Big Bottle Live Auction features 10 celebrity winemakers and a world-class menu prepared by nationally acclaimed chefs. In 2011, chefs included Chef Kenny Gilbert of Nippers Beach Bar & Grill, Chef Gale Gand of Tru, Chef Celestino Drago owner of Drago Centro, Chef Suzette Gresham of Acquerello, Chef Bernard Guillas from La Jolla's Marine Room and Chef Denise Roa of Rancho La Puerta. 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 2011 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, restaurants, music stages, a backdrop of sailboats and the magnificent San Diego shoreline.

2011 MARKETING OUTLINE



The San Diego Bay Wine & Food Festival's aggressive marketing campaign appeared in a number of online, radio, print and television advertisements, leading up to the event resulting in over 147 million impressions.

2011 MARKETING OUTLINE



| | |
|--|--------|
| Event Save the Date Bookmark (<i>Consumer & Trade</i>) | 60,000 |
| Event Postcard (<i>Consumer & Trade</i>) | 50,000 |
| Festival Poster (<i>In Restaurants, Retailers, Coffee Shops, & Wine Bars pre-event</i>) | 2,000 |
| Festival Program (<i>On-site</i>) | 5,000 |

In addition, the 2011 Festival was promoted through:

- Weekly Electronic Newsletters (30x 20,000 subscribers, including attendees, trade, media and exhibitors)
- Radio, Print and Television Advertising
- Direct mail campaigns through Cooking Light Magazine and The American Institute of Wine & Food
- Print out-of-market ads in Los Angeles Times, AZ Magazine, Phoenix Magazine, Imbibe, Orange County Register, Orange Coast Magazine, Quarterly Review of Wines and others
- Print local ads in San Diego Union-Tribune, North County Times, San Diego City Beat, San Diego Magazine, Navy Dispatch, San Diego Uptown News, Gay San Diego and others
- Web banner ads on FoodBuzz.com and all the blogs that make up the community, OCRegister.com, SanDiego.com, KPBS.org, DiscoverSD.com, SanDiegoMagazine.com and others
- San Diego Convention & Visitors Bureau 1/6 page ad in Destination Pages and editorial inclusion under "Fun Fall Events"
- Cooperative partnerships with OpenTable.com with ticket giveaway contest promotion through email blast and blog entry on website
- Sunset Magazine advertiser feature on intro page to the Travel Directory and 1/6 page ad in Destination: Southern California Travel Planner
- Hotel and ticket package promotion through TravelZoo.com
- Promotion with Amtrak California for distribution of rack cards in Southern California train stations
- Inclusion in Travel Zoo, Cooking Light Magazine, Tasting Table, Local Wine Events, DiscoverSD.com, Restaurant Week and Yelp.com email newsletters
- Local and national media partnerships with Wine Spectator, Cooking Light Magazine, San Diego Magazine, San Diego Union-Tribune, Dining Out, Imbibe, and Quarterly Review of Wines
- Local and out-of-market radio and online promotions through KCRW-FM in Los Angeles, KFI-AM in Los Angeles, Jazz 88.3, Radio Sophie, KPBS, KYXY, KPRI, The Walrus 107.5 and VinVillage Radio
- San Diego Bay Wine & Food Festival Website
- Extensive public relations outreach with numerous placements

Total Advertising, Promotions, and Marketing Collateral Impressions = 147,736,351

2011 DIRECT MAIL, PRINT, AND WEB ADVERTISING



8TH ANNUAL SAN DIEGO BAY WINE & FOOD FESTIVAL
NOV. 16-20 BOOK YOUR WINE WEEKEND GETAWAY! worldofwineevents.com

VINTAGE:
 1 of wine, or relating to, or produced in a particular vintage
 2 a group of and making almost, vegetables or quality, class

8TH ANNUAL - SAN DIEGO BAY WINE & FOOD FESTIVAL

A WEEKLONG WINE & CULINARY CLASSIC

HOTEL & TICKET PACKAGES: SAVE ON YOUR STAY!
 Book Before October 15, 2011

HOTEL PACKAGES, SCHEDULE & TICKETS:
 619-342-7337 | www.worldofwineevents.com

8TH ANNUAL SAN DIEGO BAY WINE & FOOD FESTIVAL

BOOK YOUR WINE WEEKEND GETAWAY!

NOV. 16-20
worldofwineevents.com

8TH ANNUAL SAN DIEGO BAY WINE & FOOD FESTIVAL

NOVEMBER 16-20, 2011
 A Weeklong Wine & Culinary Classic

NOV. 16-20

RESERVE & NEW RELEASE TASTING
 FEATURING 2011 RELEASE AUCTION

NOV. 19-20TH
CELEBRITY CHEF LUNCHES & BIG BOTTLE AUCTION

8TH ANNUAL - SAN DIEGO BAY WINE & FOOD FESTIVAL

SATURDAY, NOVEMBER 19TH

GRAND TASTING EVENT

11:00 AM - 1:00 PM (AP, Trade, & Media Only)
 1:00 PM - 2:00 PM (Public Entry)
 2:00 PM - 5:00 PM (General Admission)

NOV. 19TH
CELEBRITY CHEF LUNCHES & BIG BOTTLE AUCTION

SAN DIEGO BAY WINE & FOOD FESTIVAL

NOV

Greetings from
SAN DIEGO BAY WINE & FOOD FESTIVAL

NOVEMBER 16-20, 2011

8TH ANNUAL SAN DIEGO BAY WINE & FOOD FESTIVAL

WIN TICKETS TO THE GRAND TASTING FOR YOU & THREE FRIENDS*
 *Includes Champagne & Limo Ride!

NOVEMBER 16-20, 2011

OVER 800 WINES
 70 OF SAN DIEGO'S TOP RESTAURANTS
 170 WINES, BEVERAGES, & SPIRIT PLAYERS
 COOKING & WINE TASTING CLASSES
 CELEBRITY CHEFS
 BIG BOTTLE AUCTION
 \$50,000 CHEF OF THE FEST COMPETITION

"Like" us on Facebook and enter the sweepstakes for a chance to win!
www.facebook.com/SanDiegoBayWineFoodFestival

HOTEL PACKAGES, SCHEDULE & TICKETS:
 619-342-7337 | www.worldofwineevents.com

8TH ANNUAL SAN DIEGO BAY WINE & FOOD FESTIVAL

A WEEKLONG WINE & CULINARY CLASSIC

NOV. 16-20

OVER 800 WINES
 70 OF SAN DIEGO'S TOP RESTAURANTS
 170 WINES, BEVERAGES, & SPIRIT PLAYERS
 COOKING & WINE TASTING CLASSES
 CELEBRITY CHEFS
 BIG BOTTLE AUCTION
 \$50,000 CHEF OF THE FEST COMPETITION

SCHEDULE & TICKETS: 619-342-7337 | www.worldofwineevents.com

8TH ANNUAL SAN DIEGO BAY WINE & FOOD FESTIVAL

NOV. 16-20
worldofwineevents.com

2011 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 777 million impressions.

2011 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 777 million impressions. The following are a few highlights of 2011 coverage:

- KFMB show on Tuesday 11/8 – Chef Bernard Guillas, Advanced Sommelier Lisa Redwine and Festival Producer, Michelle Metter give a preview of the 2011 San Diego Bay Wine & Food Festival
- San Diego 6's San Diego Living Thursday 11/17 – Chef Gale Gand promotes her cooking class "Brunch & Beyond" with a cooking demonstration and cookbook/ticket giveaway
- NBC San Diego Thursday 11/17 – Sam the Cooking Guy and Festival Producer, Michelle Metter give a preview of the San Diego Bay Wine & Food Festival
- FOX 5 Friday 11/18 – 5 segment feature on Festival featuring Lisa Redwine, local wineries, Chef Anthony Sinsay of Harney Sushi, Chef Jon Sloan of Roy's, Stella Artois and Chef Daniel Joly of Mirabelle in Beaver Creek, CO.
- KUSI Wednesday 11/16 – Chef Bernard Guillas and Chef Mario of BICE give a preview of the Festival's Celebrity Chef Luncheon and Grand Tasting
- Magazine articles featured in BizBash Magazine, California Golf & Travel, Dining Out Magazine, FINE Magazine, Great Taste Magazine, LAX Magazine, Pacific San Diego Magazine, Riviera Magazine, Smooth Jazz News, Wine & Spirits Magazine and many more!
- Newspaper Articles featured in the Los Angeles Times, San Diego Union-Tribune, North County Times, San Diego City Beat, San Diego Reader, Gay San Diego, San Diego Downtown News and others.
- Over 200 web-related postings including Gayot.com, DeltaSkyMag.com, FoodBuzz.com, LocalWineEvents.com, SanDiegoMagazine.com, Yelp.com, SanDiego.com, SanDiego.org, KPBS.org, SignOnSanDiego.com, VisitCalifornia.com, and more!

Total PR Impressions = 777,091,998



Los Angeles Times

BIZBASH



**THE SAN DIEGO
UT**



SANDIEGO.com



**RIVIERA
MAGAZINE**



WHAT THEY ARE SAYING



Food and wine on the bay

By GRACE BLENN / San Diego News

tasting as his food preferences.

A 19,300-ft. restaurant-themed maze will be held at the San Diego Air and Space Museum Nov. 18. Also new this year is a day excursion to Rancho La Brea in Borrego and Spa in Mexico. The package includes round-trip transportation, use of spa facilities, a culinary class and dinner.



The eighth annual San Diego Bay Wine and Food Festival runs from Nov. 19-20.

The Grand Tasting, the festival's culminating event, will be held Saturday, Nov. 19 at Encabarderos Park North behind Support Village. It will feature 170 wine and spirit tastings. Entertainment, food from dozens of San Diego's leading restaurants and a "Chef of the Fest" competition, where chefs compete for \$50,000 worth of cash and prizes, as judged by a panel of celebrity and professional chefs. Last year's winner was chef Robert Rao of Harvey Noah.

Following the Grand Tasting event is the All-Star Mixer after party to be held at the US Grant Hotel from 8 p.m.-midnight — another new addition this year. Featuring the city's top mixologists from Grant Grill, Prohibition and Soled Experiment to name a few, the party will benefit the San Diego Bar Guild, a national organization of mixology professionals.

Bartenders will donate their time and talent for the evening, the proceeds of which go toward "asking better bartenders and increasing the standards of the industry in San Diego," said Jeff Jurek, who directs food and beverage at the US Grant. "It's the only time that you will be able to see the best bartenders in

the city working at the same bar helping each other out. It's really an honor they will all be doing."

The festival is Nov. 20 with the closure and America's Food (AFD) Big course happens at the Marriott Marquis Hotel. In addition to the event, tickets give items, go to shops. To date, it is more than 5300 students in San Diego.

Tickets for the range from \$125 (which includes food and wine) to \$250 (which includes food, wine and a VIP lounge). Cooking classes are held and Culinary Arts and the May 11 at the US Grant. Tickets are \$155 each for the US Grant. Weekend getaways available with a hotel reservation in San Diego. For more information visit www.sdbwf.com

WEEKLY ENTERTAINMENT GUIDE NIGHT & DAY

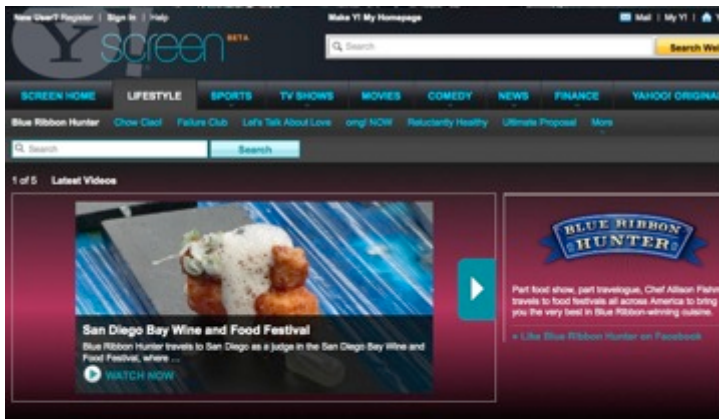
NOVEMBER 10 - 16, 2011

PARADISE BY THE SIP BITE

SAN DIEGO BAY WINE & FOOD FESTIVAL

FROM CELEBRITY CHEFS TO TASTINGS TO CLASSES, EVENT HAS SOMETHING FOR EVERYONE

ALSO
POP MUSIC THE BANGLES
OUT GOING
ON STAGE



ALLISON FISHERMAN ON TWITTER

allisonfishman Allison Fishman Task
Followed 1,017 followers

Almost in Vegas. Haven't been here since Comdex in '98
Nov 23 7:51 PM · Reply · Retweet · Favorite

Getting ready for my @ stuffings under 300 kcal
Nov 21 10:32 AM · Retweet · Favorite

The festival bulldozes over other "taste of's," wine tastings and cooking classes by offering something for every taste preference — from the reserve wine enthusiast to the home cook in need of frittata tips.

RECIPES FROM THE SHOW 1 - 4 of 4

- Crispy Shrimp with Park Salad
- Director's Blue Ribbon Tacos

SAN DIEGO BAY WINE & FOOD FESTIVAL

GO LISTEN TO SAM THE COOKING GUY

Here's an insider's guide to food fest

Carmel Valley resident has tips for five days of food, wine events

By PAM BRADEN
pambraden.com

SAN DIEGO — With five days of events, 400 wines to sip and more than 70 restaurants, the eighth annual San Diego Bay Wine & Food Festival is a week-long celebration for the food and wine lovers. But even if you're not a wine or food enthusiast, the festival offers a wide range of things beyond the wine and food, and you'll enjoy the festival as much as the wine.

Sam Ziem, a Carmel Valley resident and the festival's "Chef of the Fest," has some tips for people who are new to the festival. "I don't want to see a lot of people who are new to the festival but don't know what to expect," he says. "I'd like to see a lot of people who are new to the festival but don't know what to expect."

Sam 'The Cooking Guy' Ziem
and his wife have been helping to bring the festival back to the bay.

Some of the festival's keynotes and seminars, as well as tastings of local and wine, will include a "Wine & Food Festival" by the Wine & Food Festival. The festival's big event is the Grand Tasting, an all-day event — a combination of tastings and seminars. The festival's big event is the Grand Tasting, an all-day event — a combination of tastings and seminars. The festival's big event is the Grand Tasting, an all-day event — a combination of tastings and seminars.

Food
Continued from Page 1

TIP NO. 1: Go with an open mind
From noon to 1 p.m. on Saturday, more than 70 of the county's best chefs will be bringing their A-game to the Grand Tasting. The food samples they'll prepare in outdoor kitchens will be sampled not only by the 500 to 1,000 ticket buyers, but also a panel of judges who will award \$20,000 in cash and prizes to the "Chef of the Fest."

Ziem said this means that there's a great chance of discovering something really surprising at another table, he said. "I'd love to see people who are new to the festival but don't know what to expect. I'd love to see people who are new to the festival but don't know what to expect."



Cristina Hopkins of San Diego samples a wine from the Four Vines Winery in Paso Robles. UT/ALF PHOTO

BOTTLE ROCKET

BY ANDERS WRIGHT

a 2009 blend named for the hair band, and a 2006 Cabernet from Opelo, out of Paso Robles, which I really enjoyed.

My favorite of the bunch was the 2009 Barbara from Dobva Zemijs, a winery in Plymouth, about 40 miles east of Sacramento. I don't usually go for wines that are as fruit forward as this, but I was quickly won over by the rash of berries that immediately flooded my palate. It's perhaps not the most complex bottle I've ever had, but there's definitely a time and place for a solid, casual, flavorful bottle of wine, and I suspect it will open up quite a bit if decanted.

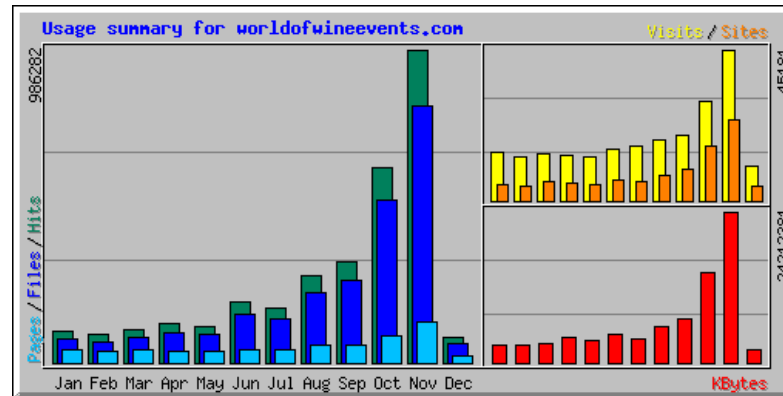
Dobva Zemijs — which means "good earth" in Croatian, by the way — is a small operation, producing just a few thousand cases of wine each year. That's great when it comes to quality, but it does cause a hitch when it comes to getting your hands on a bottle. The good news is that you don't need to visit the winery or its tasting-room cave (although that would be a nice trip, right), because they'll sell you wine via their website, dobva.com.

Write to anders@indybest.com and andw@indybest.com

OVER 3.1 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 |
| Dec 2011 | 4389 | 3500 | 1122 | 577 | 4366 | 2178670 | 10402 | 20210 | 63009 | 79004 |
| Nov 2011 | 32876 | 26967 | 4288 | 1506 | 24345 | 24212381 | 45181 | 128656 | 809020 | 986282 |
| Oct 2011 | 19821 | 16563 | 2783 | 966 | 16147 | 14329868 | 29954 | 86296 | 513462 | 614475 |
| Sep 2011 | 10658 | 8713 | 1818 | 653 | 9276 | 6943298 | 19600 | 54545 | 261396 | 319756 |
| Aug 2011 | 8880 | 7090 | 1746 | 589 | 7821 | 5912328 | 18286 | 54149 | 219814 | 275307 |
| Jul 2011 | 5567 | 4452 | 1350 | 524 | 5872 | 3802812 | 16261 | 41859 | 138040 | 172584 |
| Jun 2011 | 6390 | 5077 | 1449 | 519 | 6295 | 4633437 | 15583 | 43479 | 152336 | 191719 |
| May 2011 | 3740 | 2949 | 1220 | 427 | 4766 | 3666590 | 13250 | 37830 | 91449 | 115967 |
| Apr 2011 | 4135 | 3208 | 1235 | 456 | 5331 | 3991257 | 13698 | 37051 | 96267 | 124075 |
| Mar 2011 | 3400 | 2625 | 1377 | 459 | 5943 | 3064273 | 14244 | 42700 | 81385 | 105412 |
| Feb 2011 | 3258 | 2377 | 1251 | 469 | 4231 | 2910850 | 13152 | 35055 | 66574 | 91245 |
| Jan 2011 | 3280 | 2447 | 1328 | 466 | 4621 | 2722985 | 14447 | 41183 | 75870 | 101693 |
| Totals | | | | | | 78368749 | 224058 | 623013 | 2568622 | 3177519 |

2011 EVENT IMPRESSIONS



Over 900 Million Impressions

- 9,000 Festival Attendees over the event's five days
- 147,736,351 Advertising & Marketing Collateral Impressions
- 777,091,998 PR Impressions
- 2011 Festival Program Advertisement (5,000 Programs)
- Annual Festival Web Hits totaling 3,177,519

Total of 928,019,868 Impressions



2012 SPONSORSHIP & 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)

CELEBRITY CHEF LUNCHEON & BIG BOTTLE LIVE AUCTION

- Celebrity Chef Luncheon & Big Bottle Live Auction Presenting Sponsor (Platinum Level)
- 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:

Margaret Bernier

619-312-1212 ext. 105

bernier@fastforwardevents.com