



24th annual  
**BODEGA SEAFOOD, ART & WINE  
FESTIVAL**  
**AUGUST 25 & 26, 2018**  
**SPONSORSHIP FACT SHEET**

*Join our festival family and become a sponsor of the 24<sup>th</sup> annual Bodega Seafood, Art & Wine Festival. Held in bucolic western Sonoma County the festival features delicious food, a wide array of wines, ciders and beers, excellent entertainment, stellar art and fine craft, and more! A benefit for two worthy non-profits, this is an event to seriously consider in your marketing plans.*

☞ The festival features **an array of food vendors, restaurants, and catering companies**, with menus emphasizing, but not exclusively seafood. Barbecued oysters, crab cakes, shrimp Louie, calamari, grilled salmon and prawn cocktail, are just a tiny sampling of the menus. Lots of vegetarian, meat, chicken and sweets are offered.

☞ **40-50 wineries, cider makers and breweries** from throughout the county and beyond offer tastes in our **Wine & Microbrew and Cider Tasting Tent**. Our **Wine/Cider Sales** features product being poured for sale by the bottle or case. We also have a Wine/Beer/Cider booth where we sell by the glass.

☞ **3 stages of entertainment** are another big draw for the festival. Two music stages feature fun dance bands and unusual jazz, roots and world music. Our Entertainment Stage offers comedy, juggling, magic and more.

☞ **A unique, juried selection of artists and craftspeople** come from throughout California and across the country to show and sell at this festival. It is renowned for the quality of the craft.

☞ The festival draws **9,000-10,000 people** in 2 days, and this is an intelligent, food, art and drink-loving crowd: many of whom are loyal festival followers. **Patrons come from Sonoma County and the greater Bay Area. We see heavy concentrations of people from the East Bay, Central Valley/ Sacramento area, Marin and San Francisco.**

☞ Our visitors are all ages, with a **strong representation in the 35-65 range**, 30% families, 30% seniors/ retired, and more than 60% have income levels at or above \$100,000 per year.

☞ The site, less than a mile from Highway One and the Sonoma Coast, is well-known for being the location for the film "The Birds", an additional attraction for tourists.

☞ **A portion of festival proceeds go to two non-profit organizations: Stewards of the Coast & Redwoods, the non-profit working in conjunction with the region's California State Parks, and the Bodega Volunteer Fire Department.**

☞ 70% of vendors and 80% of sponsors return year after year.



## **SPONSORSHIP DETAILS**

- ☞ Your company's booth at the festival (sized according to sponsorship levels) in the Pavilion (entry/exit) Tent
- ☞ Opportunities for sampling or giveaways at booth or other locations throughout festival
- ☞ Opportunities for sponsorship of specific areas: Stages, Tasting Tent, Sponsor/Food Product Tent
- ☞ Your Company's logo in festival Marketing Campaign: 40,000 festival postcards w/ 18,000 direct mailing, 1500 posters in Sonoma and Marin Counties, print advertising in multiple publications, as well as Email Marketing Campaign, heavy Facebook promotions, and our colorful festival program.
- ☞ Your Company's name included in Radio Campaign on multiple local stations
- ☞ Your Company's logo and link on festival website and on festival Facebook page
- ☞ Your Company's Promotional Banners placed strategically at festival
- ☞ Passes for Hospitality Area, food and drink provided all weekend **FOR ALL SPONSORSHIP LEVELS**
- ☞ VIP tickets, passes for Wine & Microbrew Tasting, festival food and festival merchandise

Sponsorship Packages range from \$1,000 to \$10,000. Let us create a package for your company.

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