



25th annual

# Bodega Seafood, Art & Wine Festival

August 24 & 25, 2019

## SPONSORSHIP FACT SHEET

*Join our festival family and become a sponsor of the 25<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 (see Sponsorship Packages for Specifics)

- ☞ 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.



