

Bodega Seafood, Art & Wine Festival



August 27 & 28 2022
www.bodegaseafoodfestival.com

SPONSORSHIP INFORMATION 2022

Held on a ranch in western Sonoma County, the Bodega Seafood, Art & Wine Festival features delicious food, wines, microbrews and ciders, excellent entertainment, stellar art and fine craft, and more! A benefit for two worthy non-profits, we hope you'll consider us in your marketing plans.

www.bodegaseafoodfestival.com

ABOUT THE 26TH ANNUAL BODEGA SEAFOOD, ART & WINE FESTIVAL



🌀 **WHEN:** AUGUST 27 & 28, 2022

🌀 **WHERE:** 16855 BODEGA HWY, BODEGA, CA 94922 (1 mile inland from Coast Hwy 1)

🌀 **FOOD:** The festival features an array of food vendors, restaurants, and catering companies, with menus emphasizing, but not exclusively, seafood. Lots of vegetarian, meat, chicken and sweets are offered as well.

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

🌀 **3 STAGES OF ENTERTAINMENT:** Two music stages feature fun blues, Latin funk, swing, roots and world music, plus a great dance floor. Our Entertainment Stage offers comedy, juggling, magic and more.

🌀 **ART & FINE CRAFT MARKETPLACE:** Artisans come from throughout California and across the country to show and sell at this festival. It is renowned for the quality of the craft.

🌀 **DEMOGRAPHICS:** 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 \$150,000 per year.

🌀 **LOCATION:** 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.

🌀 **BENEFICIARIES:** A portion of our proceeds benefit s two non-profit organizations: **Stewards of the Coast & Redwoods**, the non-profit working in conjunction with the California State Parks of the Russian River Region, and **the Bodega Volunteer Fire Department**.

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
- 🌀 Your Company's logo in festival Marketing Campaign: 30,000 postcards with 10,000 direct mailing, hundreds of posters in Sonoma and Marin Counties, print advertising in multiple

publications, ongoing 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! Contact: Janet Ciel, Event Producer

707 824-8717 wcfestivals@sonic.net info@bodegaseafoodfestival.com



SPONSORSHIP LEVELS

PRESENTING SPONSOR \$10,000	TOP LOBSTER \$5,000	HAPPY HALIBUT \$3,000	TERRIFIC TUNA (BOOTH ONLY) \$1,000
Named as PRESENTING SPONSOR in all print marketing, including posters, postcards, E-Blasts, print and digital ads, social media campaign and festival program*	Named as sponsor in all print marketing, including posters, postcards, E-Blasts, print and digital ads, social media campaign and festival program*	Logo or company name included on poster, postcard, E-blasts and festival program	
Banner Behind Performers on Main Stage			
Mentioned as PRESENTING SPONSOR in all radio advertising*	Mentioned as sponsor in all radio advertising*		
Logo and link on Website	Logo and link on website	Logo and link on website	
BOOTH SIZE 10X30	BOOTH SIZE 10X20	BOOTH SIZE 10X10	BOOTH SIZE 10X10
Banner Locations: 3	Banner Locations: 2	Banner Locations:1	
Logo in Festival Program	Logo in Festival Program	Logo in Festival Program	Logo in Festival Program
30 Entry Tickets	15 Entry Tickets	10 Entry Tickets	
20 Festival T-Shirts/ or other Merchandise	10 Festival T-Shirts/ or other Merchandise	5 Festival T-Shirts/ or other Merchandise	
30 Passes to the Wine & Microbrewed Beer Tasting	15 Passes to the Wine & Microbrewed Beer Tasting	10 Passes to the Wine & Microbrewed Beer Tasting	
30 - \$5 Food Vouchers	15- \$5 Food Vouchers	10 - \$5 Food Vouchers	
30 Hospitality Passes	15Hospitality Passes	10 Hospitality Passes	5 Hospitality Passes

*MARKETING DECISIONS FOR 2022 HAVEN'T BEEN FORMULATED YET, BUT WE'RE HAPPY TO GIVE YOU DETAILS OF OUR \$20,000+ ADVERTISING CAMPAIGN, IF DESIRED.

Not seeing a Sponsorship Package that meets your needs? Let us design a package for you. We also welcome In-Kind Sponsorships, which are valued at the dollar amount of the donation.

Bodega Seafood, Art & Wine Festival



August 27 & 28 2022

SPONSORSHIP PARTICIPATION FORM 2022

COMPANY NAME	
CONTACT NAME	
EMAIL ADDRESS	
PHONE NUMBER	
CELL PHONE NUMBER	
WEBSITE LINK	

SPONSORSHIP LEVELS

	PRESENTING SPONSOR \$10,000
	TOP LOBSTER \$5,000
	HAPPY HALIBUT \$3,000
	TERRIFIC TUNA (BOOTH ONLY) \$1,000
	CORNER BOOTH (add \$100: only 3 available)
	10x20 BOOTH (\$1750)

IN-KIND SPONSORSHIP: PLEASE DESCRIBE

--

Please fill in and email to info@bodegaseafoodfestival.com. Once received, I'll invoice you and you can pay via Paypal, Square or mail a check.

Thank you SO much! ~Janet Ciel, Event Producer 707 824-8717

www.bodegaseafoodfestival.com