

Bodega Seafood, Art & Wine Festival



August 26 & 27 2023
bodegaseafoodfestival.com

SPONSORSHIP INFORMATION 2023

*Join our festival family and become a sponsor of this 27-year-old event, celebrating the bounty of the area, and benefitting **Stewards of the Coast & Redwoods**, the non-profit working in tandem with the California State Parks in the Russian River region, as well as the **Bodega Volunteer Fire Department**.*

🌀 **WHEN: AUGUST 26 & 27, 2023**

🌀 **WHERE: 16855 BODEGA HWY, BODEGA, CA 94922 (1 mile inland from 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/Beer/Cider Sales** features product being poured for sale by the bottle or case. We also have a Wine & Beer Booth where we sell by the glass.

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

🌀 **ART & FINE CRAFT MARKETPLACE:** Artists 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 benefits 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 PACKAGES 2023

MOST SPONSOR BOOTHS ARE LOCATED IN THE PAVILION TENT, WHICH IS THE ENTRANCE TO THE FESTIVAL. FOOD PRODUCT AND ARTISTS ARE ALSO IN THIS TENT.

PRESENTING SPONSOR \$10,000

We offer only 1 Presenting Sponsor Sponsorship. This level, besides all the features below, is the Main Stage Sponsor, and your company banner will be displayed behind performers on the Main Stage. Your company name appears on all print marketing as PRESENTING SPONSOR.

Presenting sponsor marketing:

❖ PRINT MARKETING:

Festival Postcard: Colorful front and back 40,000 run with an 10,000 direct mail marketing campaign

Festival Poster: Colorful 11x17" 1500 posted in Sonoma and Marin Counties

Press Release: You are named as Presenting Sponsor in our press release, sent to over 300 media outlets.

Full Page Ad in Festival Program

❖ PRINT ADVERTISING:

3 full color 2 column x 7" ads in the Santa Rosa Press Democrat

Full color ¼ and ½ page ads in North Bay Bohemian

❖ RADIO ADVERTISING:

225 spots (total impressions: 82,300) on KRSH, and Sonoma Media stations: concentrated 2 weeks prior to the festival

❖ WEB MARKETING/SOCIAL MEDIA:

Your company logo, URL and mention on our:

Website Sponsor Page

Facebook Page

Constant Contact Eblasts

Large logo, designating PRESENTING SPONSOR, and link on our website

❖ **BOOTH SPACE: 10x30** booth at the festival, in the Sponsor/Food Product Tent, which can be used to create an interactive display, product sampling, and sales. Booth does not need to be inside tent, but can be an outside booth open on all sides if desired.

❖ **BANNERS:** Placement for 3 banners total besides the company booth, including the Main Stage.

SPECIAL PERKS FOR PRESENTING SPONSORS:

30 Entry Tickets to the festival for family and friends, 30 Festival T-Shirts or Hats, 30 Wine and Microbrewed Beer Tasting Vouchers, 30 Food Vouchers for the festival food booths.

Booth Employees have access to Hospitality Area: food and drink all weekend

TOP LOBSTER SPONSORSHIP \$5,000

Your company logo and/or name mention in ALL marketing:

❖PRINT MARKETING:

Festival Postcard: Colorful front and back 40,000 run with an 10,000 direct mail marketing campaign

Festival Poster: Colorful 11x17" 1500 posted in Sonoma and Marin Counties

❖PRINT ADVERTISING:

3 full color 2 column x 7" ads in the Santa Rosa Press Democrat as well as all on-line impressions

2 full color ¼ and ½ page ads in North Bay Bohemian

½ Page Ad in Festival Program

❖RADIO ADVERTISING:

225 spots (total impressions: 82,300) on KRSH, and Sonoma Media stations: concentrated 2 weeks prior to the festival

❖WEB MARKETING/SOCIAL MEDIA:

Your company logo and mention on our:

Website Sponsor Page

Facebook Page

Constant Contact Eblasts

Logo and link on our website

❖BOOTH SPACE:

10x20 booth at the festival, in the Sponsor/Food Product Tent, which can be used to create an interactive display, product sampling, and sales.

❖BANNERS:

Placement for 2 banners in other locations besides the company booth.

SPECIAL PERKS FOR TOP LOBSTER SPONSORS:

20 Entry Tickets to the festival for family and friends, 20 Festival T-Shirts or Hats, 20 Wine and Micro-brewed Beer Tasting Vouchers, 20 Food Vouchers for the festival food booths

All Booth Employees have access to Hospitality Area: food and drink throughout the weekend

HAPPY HALIBUT SPONSORSHIP \$3000

The Happy Halibut level is our basic sponsorship package, including logo placement in limited advertising and a 10 x 10 booth at the festival.

Your company logo and/or name mention in SOME marketing materials:

❖PRINT MARKETING:

Festival Postcard: Colorful front and back 40,000 run with an 10,000 direct mail marketing campaign

Festival Poster: Colorful 11x17" 1500 posted in Sonoma and Marin Counties

❖WEB MARKETING/SOCIAL MEDIA:

Your company mention on our: Facebook Page, EBlasts, our website with logo and link to your site

❖BOOTH SPACE:

10x10 booth at the festival, in the Sponsor/Food Product Tent, which can be used to create an interactive display, product sampling, and sales.

❖BANNERS: Placement for 1 banner in other locations besides the company booth.

SPECIAL PERKS FOR HAPPY HALIBUT SPONSORS:

10 Entry Tickets to the festival for family and friends, 10 Festival T-Shirts or Hats, 10 Wine and Microbrewed Beer Tasting Vouchers, 10 Food Vouchers for the festival food booths
Booth Employees have access to Hospitality Area all weekend

TERRIFIC TUNA (BOOTH ONLY) \$1000

The Terrific Tuna level of sponsorship is a 10x10 BOOTH ONLY package. Some sponsors do not feel strongly about media placement but simply want to be able to have a booth at the festival, so this is the ideal package for you.

10x20: \$1750

Corner Booths: \$100 extra

- ❖ Logo inclusion in program
- ❖ Booth employees have access to the Hospitality Area all weekend

COMMUNITY SPONSOR: \$500 OR LESS

This level does not include booth space at the festival, but it does include:

- ❖ Logo inclusion in our program
- ❖ Logo inclusion and link on our website
- ❖ 4 entry tickets
- ❖ Access to Sponsor Hospitality Area

WINE SPONSOR

The Wine Sponsor donates 20 cases to be sold in our Wine/Beer Booth, which is adjacent to the Main Stage

- ❖ Logo inclusion in all print media (postcard, poster, print ads)
- ❖ Inclusion in our Constant Contact email campaign and our Facebook marketing campaign.
- ❖ Logo and link on our website
- ❖ Bold banner placement at the Wine/Beer Booth
- ❖ Exclusive company at the Wine/Beer Booth: the only wine sold so **maximum** exposure to the crowd who imbibe at the festival.

SPECIAL PERKS FOR WINE SPONSOR:

10 entry tickets to the festival for family and friends

10 Festival T-Shirts or Hats

10 Wine and Micro-brewed Beer Tasting Vouchers

10 Food Vouchers for the festival food booths

All Booth Employees have full access to Sponsor Hospitality Area

**The Wine Sponsor must also be represented in the Festival Wine and Microbrewed Beer Tasting Tent at some point during the weekend. Wine Sponsors do not need to be present at the Wine/Beer Booth. That is fully staffed.*

IN-KIND DONATIONS

Please contact us if you feel you have a product or service which might be of value to the festival and we can discuss sponsorship levels based on the donation.

CREATE YOUR OWN SPONSORSHIP PACKAGE!

Not seeing something here which is ideal for your business? Let us work with you to create something which will build your company's image, or attract the customers you wish to attract.

CLICK HERE TO FILL IN A SPONSORSHIP PARTICIPATION FORM: <https://forms.office.com/r/eZheiaJ4CD>

Any questions, just contact me: Janet Ciel wcfestivals@sonic.net 707 824-8717 / 707 529-4884

