



ABOUT THE *Ojai Wine Festival*

Since its inception in 1987, the Ojai Wine Festival has been a cornerstone event in our community, brought to you by the Rotary Club of Ojai West Foundation, Inc. Over the years, it has evolved into a renowned regional fundraiser, attracting over 2,000 attendees from Southern California.

Our mission at the Rotary Club of Ojai West Foundation is deeply rooted in philanthropy. From improving education to aiding women and children's health, and supporting youth enrichment activities, our charitable projects touch many facets of community life. Through initiatives such as the Rotary Floating Classroom and scholarships for graduating seniors, we strive to make a lasting impact on the lives of individuals in our area. Furthermore, our commitment extends globally, with contributions to international Rotary projects focused on environmental protection, education, healthcare, poverty alleviation, and disease eradication, including the fight against polio.

The Ojai Wine Festival, set against the picturesque backdrop of Lake Casitas is a hallmark event for Southern California's tasting scene. With an impressive lineup of wineries and breweries coupled with engaging activities like silent auctions, live music and dancing and an artisan market, it promises to be an unforgettable experience for attendees.

As a sponsor, you'll have the opportunity to align your brand with our charitable causes while showcasing it to our discerning audience. Our comprehensive marketing strategy ensures maximum exposure for our sponsors through a blend of traditional and digital channels, including radio, print media, social media, and targeted public relations efforts.

We invite you to review the sponsorship packages outlined below and consider joining us in our mission to make a positive impact, locally and globally.



Warm regards,

Angela May
Ojai Wine Festival

SPONSORSHIP PACKAGES

All Benefits Apply to Cash Sponsors Only

\$10,000 Title Sponsorship

"The Rotary Club of Ojai-West Presents the 36th Annual Ojai Wine Festival sponsored by (Your Name Here)"

Limited to One Sponsor

- Your company name/logo included as Title Sponsor on all promotional, advertising, and on-site materials:
 - 3,000 postcards and 250 posters
 - Print ads in local and regional publications
- Recognition as Title Sponsor in all festival press releases and media outreach efforts
 - Press list includes over 200 local and regional news organizations and publications
 - 1 press brief
 - 6 custom social media posts published on the Ojai Wine Festival Facebook page between April 1st, 2024, and June 15th, 2024
- Logo on the top banner of OjaiWineFestival.com, with a link to your company's website
- Most prominent logo placement on the sponsor page of the festival website, with an active link to your company's website
- Company name or logo placement on Ojai Wine Festival's entrance banner and top placement on the 'Thank you to our Sponsor's' banner
- Complimentary 12' x 12' vendor space at the festival
- On-stage sponsor recognition throughout the festival
- Event admission for 28 people and 14 free parking passes
- 10% Discount code to share with clients on pre-sale General Admission tickets



\$5,000 Gold Sponsorship- Limited to Three Sponsors

- Your company name/logo second most prominent on promotional, advertising, and on-site materials:
 - 3000 postcard and 250 posters
 - Print ads in local and regional publications
 - Ojai Wine Festival's Sponsor "Thank you" banner displayed at event entrance
- Placement of your company provided banner in the main ticketing area at event
- Complimentary 12' x 12' vendor space at the festival
- Sponsor recognition in festival press releases and media outreach efforts
 - Press list includes over 200 local and regional news organizations and publications
 - 1 press brief
- 2 custom social media posts published on the Ojai Wine Festival Facebook page between April 1st, 2024, and June 15th, 2024. Value \$1,000.
- Logo on bottom banner of OjaiWineFestival.com, with link to your company's website
- Third most prominent logo placement on sponsor page of festival website with active link to your company's website
- On-stage sponsorship recognition throughout festival
- Event admission for 16 people and 8 free parking passes
- 10% Discount code to share with clients on pre-sale General Admission Tickets.



\$3,000 Ticket Sponsorship- Limited to One Sponsor

Your company name/logo is exclusively printed on all online and box office 2024 festival tickets. Logo and text to be provided by the sponsor, with consideration of available space and ticket layout.

- Your company name/logo included on promotional, advertising, and on-site materials:
 - 3000 postcards and 250 posters
 - Print ads in local and regional publications
 - Ojai Wine Festival's Sponsor "Thank you" banner displayed at the event entrance
- Placement of your company provided banner in the main ticketing area at the event
- Complimentary 12' x 12' vendor space at the festival
- Logo on the bottom banner of OjaiWineFestival.com, with link to your company's website.
- Logo placement on sponsor page of festival website, with link to your company's website.
- Event admission for 12 people and 6 free parking passes
- 10% Discount code to share with clients on pre-sale General Admission Tickets.

\$3,000 Shuttle Sponsorship- Limited to One Sponsor

Your company name/logo exclusively on Transportation page of OjaiWineFestival.com.

- Your company name/logo included on promotional, advertising, and on-site materials:
 - 3000 postcards and 250 posters
 - Print ads in local and regional publications
 - Ojai Wine Festival's Sponsor "Thank you" banner displayed at event entrance
- Placement of your company provided banner in the main ticketing area at event
- Complimentary 12' x 12' vendor space at the festival
- Logo on bottom banner of OjaiWineFestival.com, with link to your company's website.
- Logo placement on sponsor page of festival website, with link to your company's website.
- Event admission for 12 people and 6 free parking passes
- 10% Discount code to share with clients on pre-sale General Admission Tickets.

\$2,500 Silver Sponsorship- Limited to Six Sponsors

- Your company name/logo included on promotional, advertising, and on-site materials:
 - 3000 postcards and 250 posters
 - Print ads in local and regional publications
 - Ojai Wine Festival's Sponsor "Thank you" banner displayed at event entrance
- Logo on bottom banner of OjaiWineFestival.com, with link to your company's website.
- Logo placement on sponsor page of festival website, with active link to your company's website.
- Placement of your company provided banner in the main ticketing area at event
- Complimentary 12' x 12' vendor space at the festival
- Event admission for 10 people and 5 free parking passes
- 10% Discount code to share with clients on pre-sale General Admission Tickets.

\$2,000 Partner Sponsorship- Limited to Six Sponsors

- Your company name/logo included on promotional, advertising, and on-site materials:
 - 3000 postcards and 250 posters
 - Print ads in local and regional publications
 - Ojai Wine Festival's Sponsor "Thank you" banner displayed at event entrance
- Logo on bottom banner of OjaiWineFestival.com with link to your company's website.
- Logo placement on sponsor page of festival website, with link to your company's website.
- Event admission for 8 people and 4 free parking passes
- Placement of your company provided banner in the main ticketing area at event

\$1,500 Bronze Sponsorship- Limited to Six Sponsors

- Your company name listed on promotional, advertising, and on-site materials:
 - 3000 postcards
 - Ojai Wine Festival's Sponsor "Thank you" banner displayed at event entrance
- Company name listed bottom banner of OjaiWineFestival.com, with active link to your company's website
- Company name listed on sponsor page of festival website, with active link to your company's website.
- Event Admission for 6 people and 3 free parking passes

\$1,000 Community Supporter Sponsorship

- Your company name included on promotional, advertising, and on-site materials:
 - 3000 postcards
 - Ojai Wine Festival's Sponsor "Thank you" banner displayed at event entrance
- Company name listed on bottom banner of OjaiWineFestival.com.
- Company name listed on Sponsor page of festival website, with active link to your company's website
- Event Admission for 4 people and 2 free parking passes

\$500 Event Contributor

- Your company name listed on the following event materials:
 - 3000 postcards
 - Ojai Wine Festival's Sponsor "Thank you" banner displayed at event entrance
- Sponsor page of festival website, with active link to your company's website.
- Event Admission for 2 people and 1 free parking pass



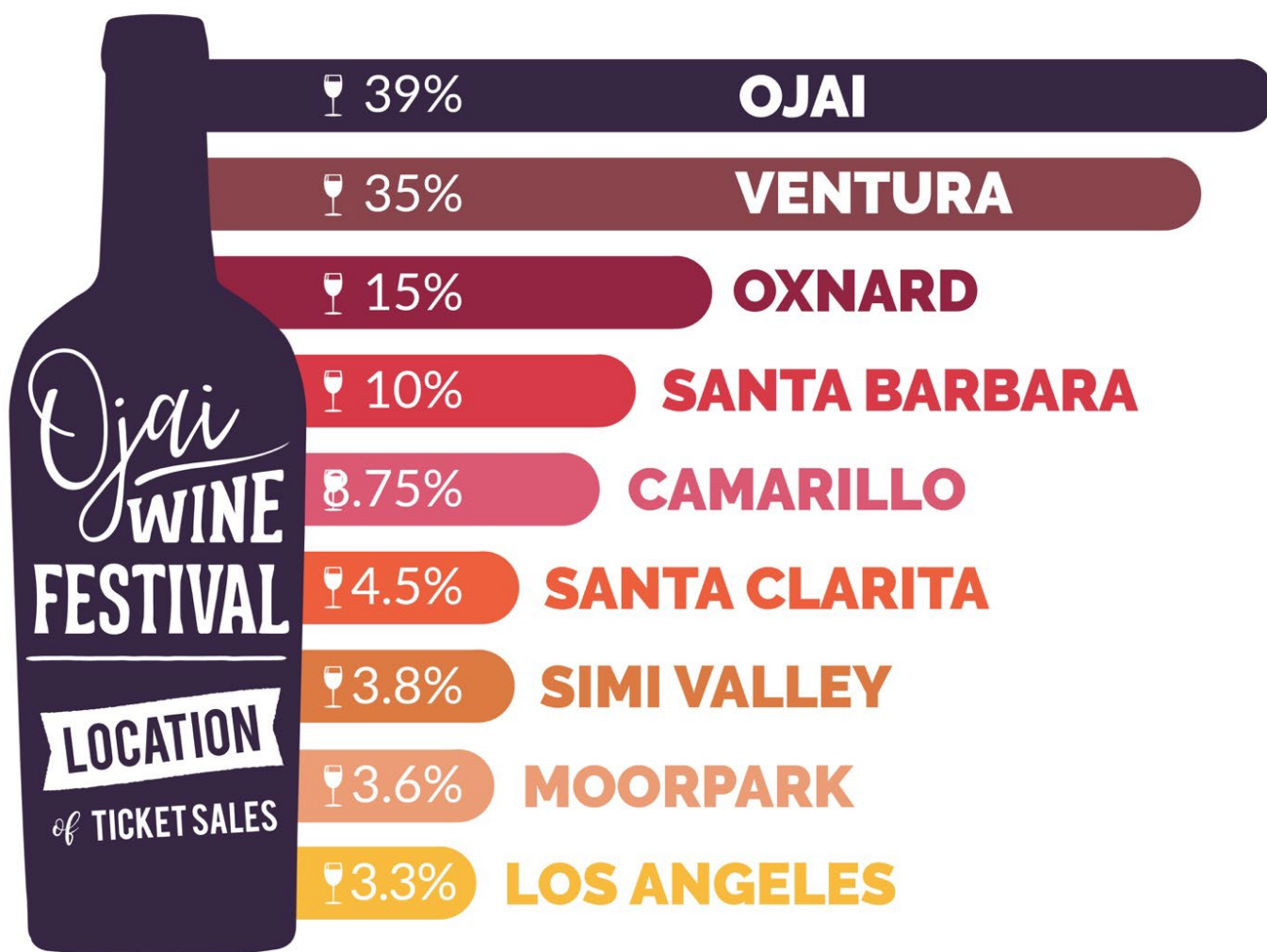
Event Demographics

Over the last 35 years, the Ojai Wine Festival has built a loyal following of returning patrons from all over Southern and Central California. It attracts an affluent audience from Ventura County, western Los Angeles County, Santa Barbara County, and the Central Coast. Attendees average between 21 and 79 years of age, and many families attend the inclusive event. Most patrons come for the entire day, bring blankets and chairs, and enjoy a relaxing afternoon on the shores of Lake Casitas.

Ticket sales are boosted through outreach to philanthropic and social clubs that help promote the event. These clubs include Rotary clubs, Lions clubs, Optimists clubs, Yacht clubs, the Blue Thong Society, Red Hat Society, The Parrot Heads, Women and Wine, The Young Winos, and other wine meet-up groups.

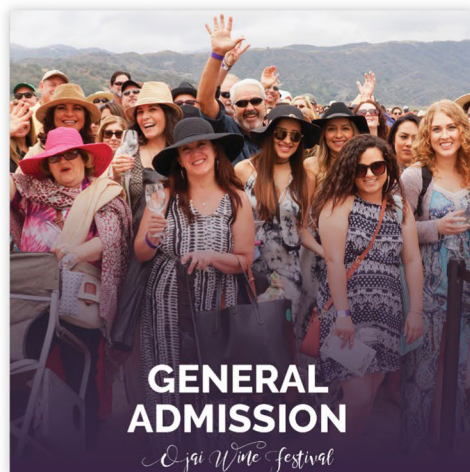
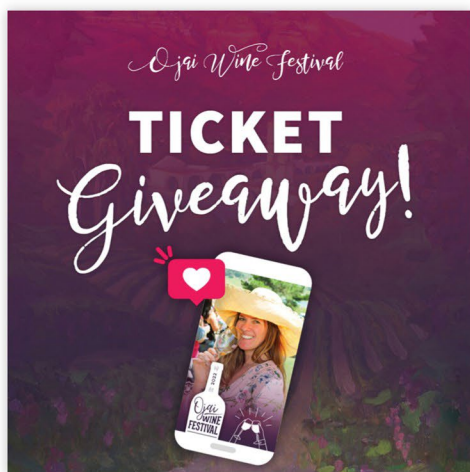
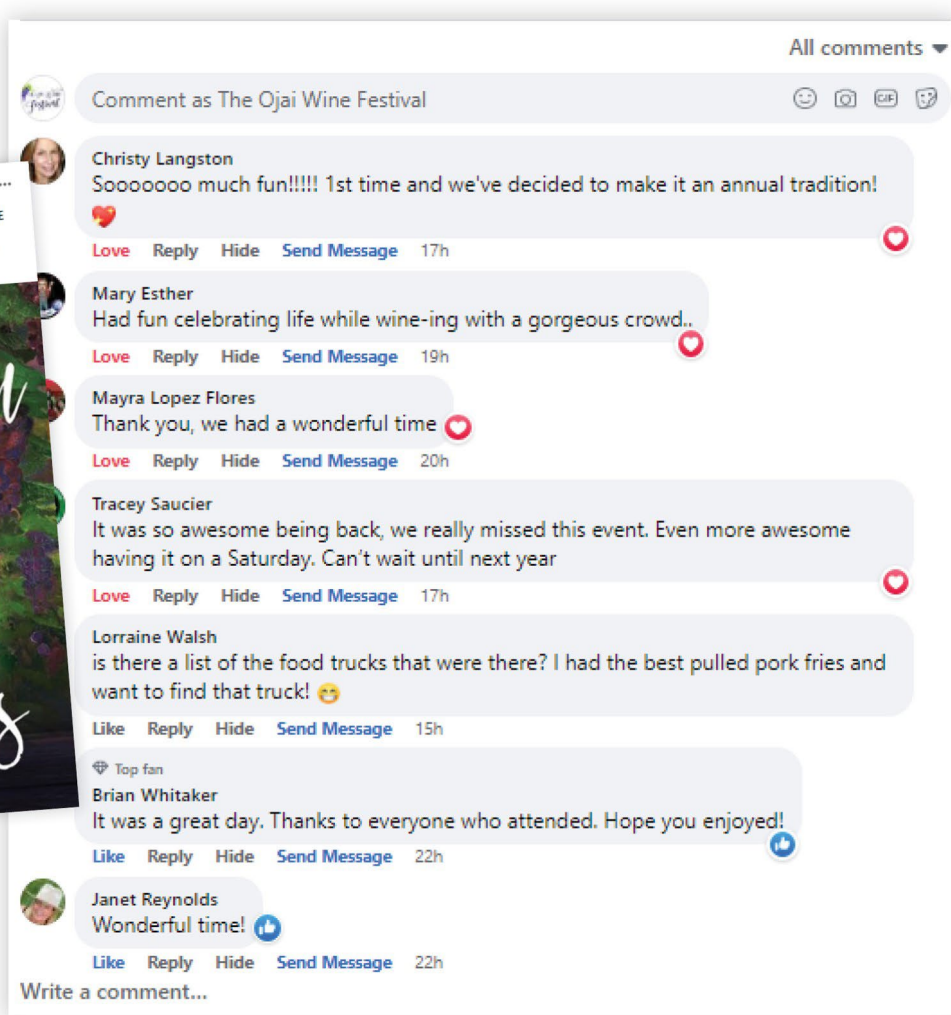
The Ojai Wine Festival is also promoted in local lodging newsletters and publications as well as the Ojai Visitors Bureau and Chamber of Commerce. In 2023 our campaign garnered 1 million impressions.

The following visual displays the geographic locations of ticket purchasers who purchased their tickets online (Data sourced from previous event transactions).



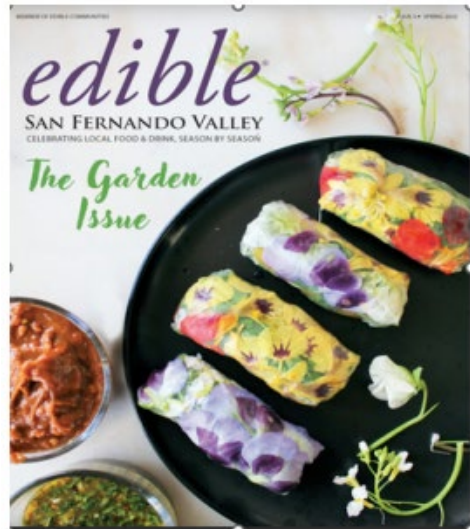
Ojai Wine Festival Social Media

The Ojai Wine Festival social pages have more than 7,000 fans, the majority of whom are women between the ages of 35 and 60 who reside in Ventura and Los Angeles Counties. During the last festival season (February 1 – June 30), the Ojai Wine Festival Facebook and Instagram pages reached 235,234 people on Facebook and Instagram.



Ojai Wine Festival Outreach

A comprehensive outreach campaign includes radio spots and interviews, print advertising, digital marketing, as well as influencer marketing with competitions, stories, and videos.



Agreement for Sponsorship
36th ANNUAL OJAI WINE FESTIVAL

June 15th, 2024, from 12-4pm

Benefiting the charity giving programs of the Rotary Club of Ojai West Foundation, Inc.

A California 501(c)(3) nonprofit corporation, EIN# 20-0606432

Sponsoring Company: _____

Company Name for Publication: _____

Address: M/S-Suite#: _____

City: _____ State: _____ Zip Code: _____

Company Website Address: _____

Telephone: () _____

Primary Contact: Title: _____

E-Mail: _____

Marketing/Advertising Contact & Title: _____

Name: _____ Title: _____

Phone: () _____ Email: _____

Email where tickets will be sent: _____

Please indicate Sponsorship Level:

Title Sponsor - \$10,000

~~Wineglass Sponsor - \$7,500~~ **SOLD**

Gold Sponsor - \$5,000

Ticket Sponsor - \$3,000

Shuttle Sponsor - \$3,000

~~Wristband Sponsor - \$3,000~~ **SOLD**

Silver Sponsor - \$2,500

Partner Sponsor \$2,000

Bronze Sponsor \$1,500

Community Supporter - \$1,000

Event Contributor - \$500

Direct Donation - \$ _____

The Sponsor fee is for promotional items outlined in the Sponsorship Prospectus per sponsorship level.

Please make all checks payable to Rotary Club of Ojai West Foundation, Inc., and mail to: Ojai Wine Festival, Attn: Angela May 1129 Maricopa Hwy. #237 Ojai, CA 93023.

For sponsors donating \$2,000 and above, please email a 300 DPI or higher resolution jpg, eps or png-formatted logo with a short company description to: Angela@OjaiWineFesitval.com and Jamie@consortium-media.com.

We accept that the sponsor fee is for promotional items outlined in the Sponsorship Prospectus and agree to pay the total sum of \$_____ as the sponsorship fee. A check in this amount is enclosed with this application.

I, the undersigned, am a duly authorized representative of company so noted.

Authorized Signature: _____ Date: _____

Printed Name: _____ Title: _____

To ensure maximum level of sponsorship recognition, this form and your donation check must be received by April 22nd, 2024.

Some sponsors prefer anonymity for their philanthropy and request not to be represented in promotional materials or the website. If this is your company's preference, please indicate which areas you wish not to be represented by checking the boxes below:

- Website Promotional Materials Thank you Banner
- Social Media thank you posts
- Press announcements and ads At event recognition, on stage announcements

Authorized Signature: _____ Date: _____

Printed Name: _____ Title: _____

Questions and inquiries may be directed to: Jim Halverson, Club Sponsorship Manager, (805) 794-2505 or OjaiDukeDoc@gmail.com or Angela May, Executive Director at (805) 646-3794, cell # (805) 798-7902 or Angela@OjaiWineFestival.com.

