

ENCINITAS ROTARY WINE FESTIVAL



Sponsorship Prospectus 2010



*Presented by
The Rotary Club of Encinitas*

Helping Local Charities

OVER \$330,000 RAISED SINCE 2003



BACKGROUND & HISTORY

The Encinitas Rotary Wine Festival began in the winter of 2003. It has quickly grown into one of the organization's most successful fundraising activities. The first event was held at the beautiful Quail Botanical Gardens, now San Diego Botanic Garden, and has been the chosen location ever since. In this lovely setting the guests sample a variety of spirits and food from over 30 vendors throughout the evening. The first year's attendance was just under 300 and has grown each year. The event has raised over \$330,000 in the last six years for local charities, and the guest count expanded to 600 in 2009!

The Wine Festival is designed to help local charities raise money for the causes they serve. The beneficiaries of this event are broken into two broad categories: those who assist children and those who serve our community. An event of this size needs a large team effort to succeed. This is where the Encinitas Rotary steps in to provide an umbrella of planning and support to make this work for all the participating charities.

The Encinitas Rotary Club, 90 members strong, was organized in 1939. It is one of 32,000 clubs worldwide that has branches in 168 countries. Rotary International is composed of 1.2 million business and professional members. It is the largest service organization in the world. Rotarians follow the motto, "Service Above Self" with service projects in their local communities and abroad.

The Rotary Club of Encinitas supports many diverse projects: Building Homes in Mexico with Project Mercy, furnishing wheelchairs to the people of Malawi and assisting the Lost Boys of the Sudan and

other refugees to adjust to life in the United States. At the same time, Club Members are actively involved in the local community through their support of such organizations as the Community Resource Center, San Diego Botanic Gardens, and the YMCA. Among the many programs for local youth are soccer fees paid for the underprivileged and college scholarships for deserving graduates from local high school and community colleges. They also support the community by honoring a Teacher of the Month, Peace Officer of the Year and a Local Peace Maker of the Year.

The City of Encinitas was founded in 1986 and is composed of five unique beach communities: Cardiff-by-the-Sea, Leucadia, New Encinitas, Old Encinitas and Olivenhain. The city, with a population of approximately 60,000, sits on the coastline of the Pacific Ocean and is bordered by the Batiquitos Lagoon to the north and the San Elijo Lagoon to the south. This is an affluent bedroom community where most adult citizens hold a graduate degree and executive positions in their chosen professions.

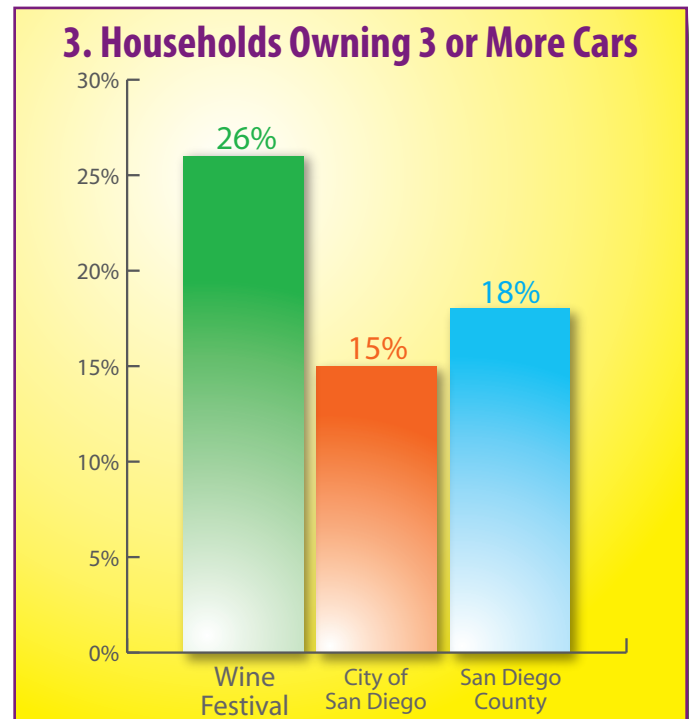
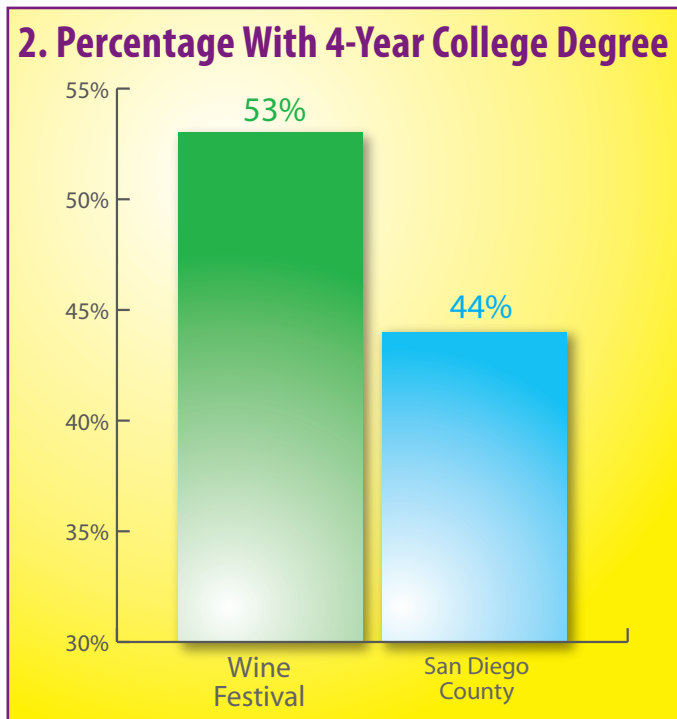
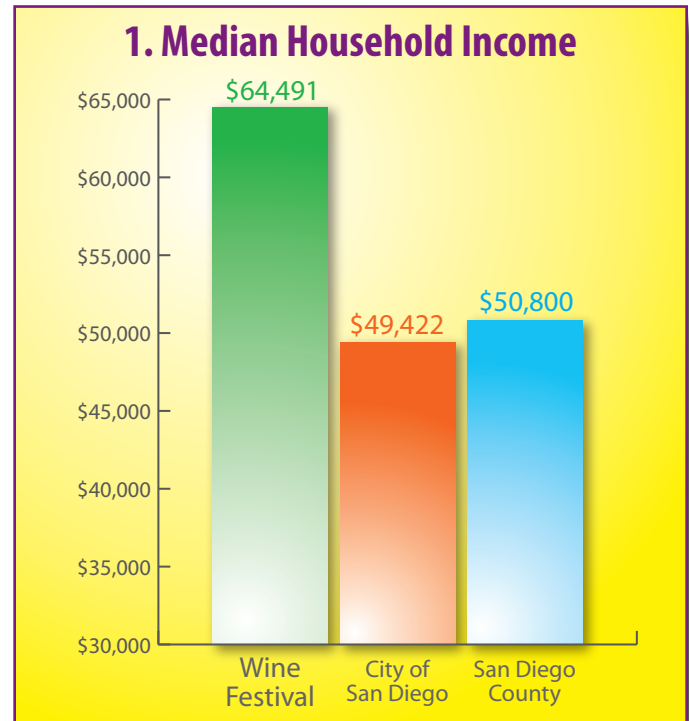


ATTENDEE DEMOGRAPHICS

While the festival draws from a wide area, the majority of attendees come from some of San Diego's most affluent and well-educated neighborhoods. For example, the \$64,500 average median household income is 30% and 27% higher than the city and county of San Diego, respectively (see Chart 1).

The attendees also tend to have far greater discretionary income. Chart 2 shows that over a quarter of households in these neighborhoods have 3 or more cars. This rate is relatively 73% higher than the city of San Diego, and 44% higher than the county as a whole.

The data from Chart 3 indicates that approximately 53% of households from attendees' neighborhoods hold a four-year college education; a rate relatively 20% higher than the county.





Reach Your Community

BECOME A ROTARY WINE FESTIVAL SPONSOR

PAST BENEFICIARIES

Casa De Amparo

Class - A.C.T.

Encinitas Rotary Foundation

Just in Time For Foster Youth

Mexican American Education and
Guidance Foundation

North Coast Singers

The San Dieguito Sports Medicine Foundation

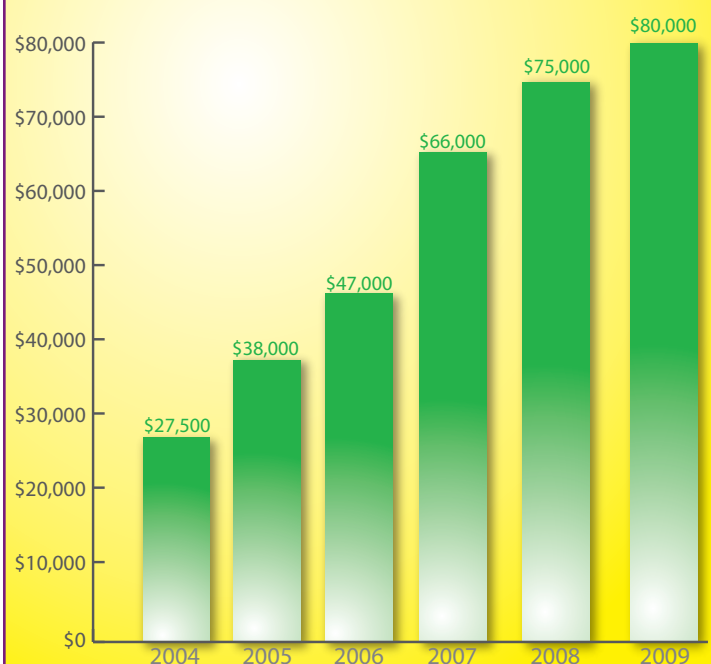
The Encinitas Historical Society

Community Resource Center

Rancho Coastal Humane Society

The Refugee Network

Previous Wine Festival Charitable Donations Given



THE ROLE OF SPONSORS

Sponsorship is critical to the continued growing success of the Wine Festival. We maximize the amount each charity receives and toward this end give 100 percent of first tier admission tickets back to the beneficiary. For many of the charities this event is their major fundraiser of the year and for good reason. This past year alone we gave back almost \$80,000 to our 14 beneficiaries.

John Rainsford of the John and Mary Rainsford Charitable Foundation signed on in 2006 as our first major donor. We received a gift of \$50,000 to be spread over five years. Scripps Memorial Hospital of Encinitas and EDCO Waste and Recycling were also important sponsors last year.

Sponsors are promoted on all of our advertising material as well as the event Web site. Attendees are encouraged to support the sponsors and vendors who help make this event a success.

SPONSORSHIP OPPORTUNITIES

All benefits are negotiable and will be customized to your company's needs.

MAJOR SPONSOR: \$10,000

- ☐ 10 tickets to the event that include a special wine tasting exclusive for these 10 distinguished guests.
- ☐ Event name recognition for Sponsor in pre-event and publicity and event promotions.
- ☐ Event name recognition in the Program (full page).
- ☐ Listing on our website with a link to your home page. The web site will be active for information through year end
- ☐ Recognition from the emcee at the event.
- ☐ Recognition in newsletters produced by the beneficiaries of the event.
- ☐ Recognition in the Encinitas Rotary Club newsletter sent to all members.
- ☐ Wine glasses with your logo.

GRAND CRU: \$7,500

- ☐ 10 tickets to the event that include a special wine tasting exclusive for these 10 distinguished guests.
- ☐ Event name recognition for Sponsor in pre-event publicity and event promotions.
- ☐ Event name recognition in the Program (full page).
- ☐ Listing on our website with a link to your home page. The web site will be active for information through year end
- ☐ Recognition from the emcee at the event.
- ☐ Recognition in newsletters produced by the beneficiaries of the event.
- ☐ Recognition in the Encinitas Rotary Club newsletter sent to all members.
- ☐ Wine-holder plates with your logo or wine selection wheel with your logo.

SOMMELIER: \$1,000

- ☐ 4 complimentary tickets to the Wine Festival
- ☐ Program recognition (1/2 page)
- ☐ Recognition in the Newsletter produced by the Beneficiaries

CELLAR SELECT: \$5,000

- ☐ 8 tickets to the event that include a special wine tasting exclusive for these 8 distinguished guests.
- ☐ Event name recognition for Sponsor in pre-event publicity and event promotions.
- ☐ Event name recognition in the Program (full page).
- ☐ Listing on our website with a link to your home page. The website will be active for information through year end
- ☐ Recognition from the emcee at the event.
- ☐ Recognition in newsletters produced by the beneficiaries of the event.
- ☐ Recognition in the Encinitas Rotary Club newsletter sent to all members.
- ☐ A case of exceptional wines or an appropriate selected gift to each attendee with your name on it.

PRIVATE RESERVE: \$3,000

- ☐ 6 tickets to the event that include a special wine tasting exclusive for these 6 distinguished guests.
- ☐ Sponsor recognition in pre-event publicity and event promotions.
- ☐ Program recognition (full page).
- ☐ Listing on our website with a link to your home page. The website will be active for information through year end
- ☐ Recognition from the emcee at the event.
- ☐ Recognition in Newsletters produced by the beneficiaries of event.
- ☐ Recognition in the Encinitas Rotary Club newsletter sent to all members.

- ☐ Listing on our website with a link to your website. The link will be active through the end of the year.



Presented by
The Rotary Club of Encinitas

SPONSOR CONFIRMATION FORM

Sponsor: _____ Contact: _____
Address: _____

City: _____ State: _____ Zip: _____
Phone: _____

Please make checks payable to: Encinitas Rotary Club Foundation

☐ VISA ☐ MasterCard Card Number: _____ Exp: _____

SIGNATURE: _____

PRINT NAME as it appears on account: _____

Sponsor's name exactly as it should appear in the program and website: _____

Brief description of your business: _____

Level of Sponsorship (please check one):

- | | |
|--|---|
| <input type="checkbox"/> Major Sponsor: \$10,000 | <input type="checkbox"/> Cellar Select: \$5,000 |
| <input type="checkbox"/> Grand Cru: \$7,500 | <input type="checkbox"/> Private Reserve: \$3,000 |
| <input type="checkbox"/> Sommelier: \$1,000 | |

Upon completion of this form, a letter will follow confirming your recognition in the evening program and at the event. Please submit any custom logos in EPS file format and/or enclose any specific printed materials regarding your company or foundation.

Contact Person: _____ Phone: _____

Donor Signature: _____

Date: _____ Secured by: _____
(Committee Member Signature)

MIKE WALSH, FUNDRAISING CHAIR
Direct Tel: (858) 764-7420 • Cell: (619) 985-3232
Main Tel: (800) 449-9555 • Direct Fax: (858) 764-7520
Email: mwalsh@venbrook.com

ENCINITAS ROTARY CLUB FOUNDATION
P.O. Box 230223 • Encinitas, California 92023-0223
(a 501©(3) charitable tax-exempt #33-0553437)

“On behalf of Just In Time and San Diego’s Former Foster Youth that you have helped, we would like to offer heartfelt thanks. We were truly honored to be selected as one of your beneficiaries. Our invited guests raved about the gardens, food, and wine, but most of all, they had a lot of fun and hope to be invited back next year.”

“This Rotary hosted event is a tremendous community boost. It is a win-win for all involved. From our perspective as a non-profit youth performing arts organization, the Wine Fest fills a fundraising need which would be overwhelming were we to attempt to do it on our own.”

– Sally Dean, North Coast Singers

“Your contribution will help to bring stability and comfort to a group of youth who have had few of the advantages most young adults receive....The Encinitas Rotary Club has given not only an ability to purchase practical goods and services for our youth’s future dreams, but also a sense of hope, and the knowledge that there are people out there who care about what happens to them. Thank you again for your support.”

– Kathryn J. Vaughan, President, Just In Time

ENCINITAS ROTARY
WINE FESTIVAL



SPONSORSHIP CONTACT:

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