



www.desertwinefest.com

2023 SPONSORSHIP INFORMATION

Civic Center Park
Palm Desert, CA

Saturday, February 25th, 2023 1pm – 5pm
Sunday, February 26th, 2023 12pm – 4pm

Civic Center Park in Palm Desert, CA will welcome the 1st Annual Desert WineFest to its beautiful grounds. Known as the city's recreational showpiece, the park serves as a popular gathering place for a wide array of public activities and events.

CIVIC CENTER PARK



Palm Desert is the heart of California's Coachella Valley, a uniquely beautiful desert environment.. Its outstanding quality of life offers residents and visitors of all ages a wide array of recreational, shopping, and entertainment opportunities as well as arts and cultural activities and world class events.

2023 DESERT WINEFEST THE INAUGURAL YEAR

VIBRANT LOCATION

Centrally located in the heart of Palm Desert with lots of parking and public transportation.

CROWD

Estimating 4,000 - 5,000 attendees over the weekend. Diverse crowd, strong millennial presence
- proven purchasing power.



TASTINGS

Tastings of hundreds of Wines, Artisan Brews and Ciders.
Boutique wines (limited production) and internationally distributed brands represented.
Online sales of products & club memberships allowed and encouraged.

LIFESTYLE EXHIBITORS

Carefully curated artisan goods & gourmet goodies for sale with limitations on quantity from each product type.

FOOD & GOODIES

Hip food trucks & restaurants selling meals, snacks & treats to enjoy while attending the Fest.



WHY BECOME A SPONSOR?

A UNIQUE MARKETING OPPORTUNITY

The Desert WineFest will provide exceptional exposure for sponsors through a wide variety of media advertising, press coverage, email marketing, website exposure and on-site event visibility. Our high profile event attracts thousands of high demographic wine and food lovers that appreciate, and can afford, not only fine wines but also all the finer things in life.

IMAGE BRANDING

Image branding is high profile penetration in a prestigious environment that truly sends the “right” message about your brand of community involvement, support for a worthy charity and a popular local event in one of America’s most affluent counties. (A portion of net proceeds benefits local charities.)



Photos provided by LAWineFest, LLC



THE VIP GARDEN

As we introduce hundreds of wines to the Desert Community, we are excited to offer a VIP experience at the 2023 Desert WineFest. When an attendee purchases this special ticket, they will be treated to a baker's dozen of Boutique wines (limited production - under 2500 cases annually), along with a few very high-end wines from Napa and other growing regions. Take a break from the general area, and relax at a table covered with a market umbrella to break the desert sun, and enjoy an assortment of tasty nibbles from local food purveyors with your special wine tastes. Snack on breads, cheeses, and crackers, tasty hors d'oeuvres, and maybe a few dessert treats, before you head back to checking out the wines from California and way beyond!



Sponsorship of this VIP Experience is encouraged - by hosting/presenting the overall experience, or by becoming one of our food or gift purveyors. Please contact the Fest Director, Scherr Lillico, at 818-994-4661 - Scherr@LAWineFest.com - to discuss opportunities.

Limited to a maximum of 500 tickets.



Photos provided by LA WineFest, LLC

Desert WINEFEST

AN EXPLORATION OF TASTE
Presented by LA WineFest, LLC





THE AUDIENCE A DESIRABLE CROWD



DEMOGRAPHICS

- Age Range: 21-75
- 51.4% Female / 48.6% Male
- HHI: \$95K - \$500K
- 73% College Educated
- 68% are from Riverside County
- 32% are from Los Angeles, Orange County, San Diego, and beyond
- 59.5% consume alcohol at least 2-5 times per month and purchase wine regularly



PSYCHOGRAPHICS

- Pride on being “in the know”
- Travel a few times a year
- Love to shop, dine & go out
- Entertain at home
- Environmentally conscious
- Socially sound and health conscious



Desert WINEFEST

AN EXPLORATION OF TASTE
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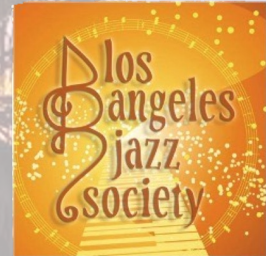
Photos provided by LAWineFest, LLC



CHARITY BENEFICIARY

****From LAWineFest, LLC****

Desert WineFest will donate a portion of the event proceeds to one or two hand-picked charities at each event.
Our first 2023 beneficiary is the Family YMCA of The Desert.
Our second charity will be announced soon.
Previous charities for LAWineFest have included:



EVENT MEDIA EXPOSURE

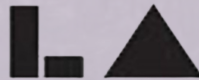
****From LAWineFest, LLC****



LONG BEACH POST



Los Angeles Times



CURRENT & PAST SPONSORS

****From LA WineFest, LLC****



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Harrah's
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SOUTHERN CALIFORNIA
AN ENTERPRISE OWNED BY THE RINCON SAND OF LISIENO INDIANS

HOTEL
MAYA
A DOUBLETREE BY HILTON



Better Everyday



Hilton

DISGO
DO FUN SH*TI

STELLA ARTOIS



UBER



AMARO
MONTENEGRO
— 1885 —

RIEDEL
THE WINE GLASS COMPANY



Purely
SEDONA
ARTESIAN SPRING WATER

Desert
WINEFEST
AN ASSOCIATION OF ARTS

SPONSORSHIP LEVELS

Included Benefits	Presenting/ Grand Cru \$25K	Premier Cru \$15k	Grand Vin \$10K	Amis du Vins \$5K	Cuvee \$2.5K
Display Space for Featured Product/ Service	1 large or 2 smaller display spaces on event floor – sq ft TBD given nature of activation	1 display space on event floor – sq ft TBD given nature of activation	Double booth (20x10) - premium location	1 10x10 booth in premium location	1 10x10 booth
Event Ticket Allocation	30 tickets for both Saturday & Sunday, 60 total for weekend	20 tickets for both Saturday & Sunday, 40 total for weekend	10 tickets for both Saturday & Sunday, 20 total for weekend	6 tickets for both Saturday & Sunday, 12 total for weekend	2 tickets for both Saturday & Sunday, 4 total for weekend
Social Media Presence (on scheduled basis in months prior & post event; e-blasts to LA WineFest subscriber base)	2 dedicated eblasts – 1 before & after event ~ 6 branded Facebook, Instagram & Twitter posts	1 dedicated eblast 4 branded Facebook, Instagram & Twitter posts	3 brand mentions in Facebook, Instagram & Twitter posts	2 brand mentions in Facebook, Instagram & Twitter posts	1 brand mention in Facebook, Instagram & Twitter posts
Name/Logo Placement: event posters, post cards/fliers, website, banners, media outreach and event press releases	Premium placement as presenting sponsor in all / exclusivity in service/product field	Preferred placement	Preferred placement	Standard placement	Standard placement
Event Program Ad Space	Choice of Inside cover or back cover Ad	Two full-page Ads	One full-page Ad	One full-page Ad	One half-page Ad
Reserved Parking Spaces	3 per day	2 per day	1 per day	N/A	N/A
	Opportunity to host the VIIP Garden <i>Please enquire!</i>				

ABOUT DESERT WINEFEST

LAWineFest will celebrate it's 18th anniversary in June 2023. This popular event blazed a trail in LA to bring wine and wine lovers together in a fun, inviting and accessible way. Now a local institution, we're known to deliver a sun-kissed event that balances fun, exploration and education for over 8,000+ guests each year. It is also with great excitement that we announce the 1st annual Desert WineFest taking place over the last weekend of February 2023 in beautiful Palm Desert, CA.

LAWineFest was founded in 2005 by Joel M. Fisher, PhD after his many years of traveling, writing and educating the public about wine. In 2020 Dr. Fisher passed the reigns of the LAWineFest to Scherr Lillico who had served as Fest Director for the previous 10 years. During that time LAWineFest produced the main event each year in various Los Angeles and Hollywood locations, in addition to other Fests in Southern California including the Santa Clarita, the OC, and now Long Beach since 2019. Ms. Lillico continues to carry on Dr. Fisher's dream of introducing wines of the world to the general public - one taste at a time - and the Desert WineFest is the next step in that expansion.

Desert WineFest is inviting sponsors, wineries, exhibitors, craft brews and lifestyle exhibitors to join us in beautiful Palm Desert in late February - a time when the Palm Desert area also welcomes hundreds of thousands of snowbird visitors. Tickets will go on sale in October of 2022. Over the two-day Fest, attendees will be able to taste hundreds of wines and craft brews; sample cheeses, breads and coffees; shop at delectable food trucks, restaurants and assorted artisan and gourmet exhibitors, all while enjoying a sunny day with live music and games galore. Guests will also have the option of participating in the All Access/VIP Garden which will feature limited production and higher end wines, along with tasty tidbits to enjoy in a more secluded setting.

We look forward to your participation. *For additional sponsorship information, or to discuss a custom sponsorship package for either Desert WineFest or LAWineFest please contact:*

Scherr Lillico, CEO/Fest Director
818-994-4661

scherr@LAWineFest.com

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