



Desert WINEFEST

AN EXPLORATION OF TASTE

Presented by LAWineFest, LLC

**Civic Center Park
Palm Desert, CA**

**Saturday, February 25th, 2023
1pm – 5pm**

**Sunday, February 26th, 2023
12pm – 4pm**

2023 BEVERAGE INFORMATION

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.



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.

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.



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

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.



Desert WINEFEST

AN EXPLORATION OF TASTE
Presented by LAWineFest, LLC

Photos provided by LAWineFest, LLC





Photos provided by LA WineFest, LLC

Desert WINEFEST™

AN EXPLORATION OF TASTE
Presented by LA WineFest, LLC



EVENT MEDIA EXPOSURE

From LAWineFest , LLC



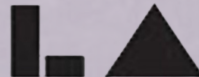
LONG BEACH POST



Los Angeles Times



LA WEEKLY



CURRENT & PAST SPONSORS

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



Beverly Hills BMW
A Sonic Automotive Dealership

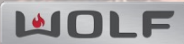


Los Angeles
MAGAZINE
THE BEST OF LA

ROBERT MONDAVI
DISCOVERWINE



SUBZERO



Carnegie
VENETIAN | PALAZZO

LUMIFY[®]
REDNESS RELIEVER EYE DROPS

LA FAMIGLIA
DELGROSSO
ULTRA-PREMIUM PASTA & MORE

CAMBOZOLA

HOTEL
MAYA
A DOUBLETREE BY HILTON

PERFECT
HYDRATION[®]

COLD
Whipped
LATTE


Hilton

Harrah's
Resort
SOUTHERN CALIFORNIA
AN ENTERPRISE OWNED BY THE RINCON BAND OF LUISENO INDIANS

 **Long Beach Transit**
www.lbt.org

DeLonghi
Better Everyday

PEERLESS
COFFEE & TEA


FRONTIER

DISGO
DO FUN SH*TI

RIEDEL
THE WINE GLASS COMPANY 

LA BREA
B
BAKERY

UBER

AMARO
MONTENEGRO
— 1885 —

STELLA ✦ **ARTOIS**

Purely
SEDONA
ARTESIAN SPRING WATER

Desert
WINEFEST
AN EXPERIENCE IN CALIFORNIA
Presented 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:



**LOS ANGELES
BOYS & GIRLS CLUB**



REGISTRATION RATES

| Deadline/Registration & Payment Schedule | Basic | Premium* | Boutique / VIP** |
|--|-------|----------|------------------|
| Fast Reflexes Registration (by 10/31/22) | \$150 | \$250 | \$100 |
| Early-Bird Registration (by 12/15/22) | \$200 | \$275 | \$150 |
| Standard Registration (by 2/10/23) | \$225 | \$300 | \$200 |
| 2021-2022 Return Loyalty Discount | 10% | 10% | 10% |

OUR REGISTRATION RATES COVER PASS-THROUGH COSTS AND ABC FEES. We appreciate the marketing investment you make in us. Everyone receives: 10 x 10 display space | Table, chair & linens | White Garden Umbrella | Table signage | Ice & spit buckets | Fresh ice | listing in program & website | Table support – get spelled by volunteers versed in wine knowledge | General support – to help with load-in/out, keep area clean & ice fresh | 2 exhibitor badges per paid exhibit space | ABC paperwork management - ABC fees are included in registration fee.

***Premium Space:** - Exhibitors selecting this option can choose a high-traffic placement. Choices will be presented based on availability – a few weeks prior to Fest date.

****Boutique / VIP Wineries** – IN A DEDICATED GARDEN SPACE: Defined as annual production at/under 2500 cases. (Production will be verified.) Admission capped at 500 people/day and will also include tasty food samples and some seating. Limited spaces available.

PRINTED PROGRAM: Opportunity to “go home” with thousands of Festgoers - presenting your product, website, discount opportunities - Includes listing of all exhibitors, wineries, sponsors, and is handed out to all guests attending Fest. Program trim size is 4 1/4” wide x 10” tall.

| Add-Ons | Price | Details |
|------------------------------|------------|---|
| Electrical Outlets (110v) | \$100 each | <i>Some restrictions – please detail usage needs</i> |
| 1/4 page program ad (B&W) | \$200 | 3.75” wide x 2.37” tall |
| 1/2 page program ad (color) | \$400 | 3.75” wide x 4.75” tall |
| Full page program ad (color) | \$750 | 3.75” wide x 9.5” tall <i>Bleed ok (4.25” x 10”)</i> |
| Add'l exhibitor badges | \$40 each | Single day use |
| Add'l GA Tickets | \$40 each | Single day use |

ABOUT DESERT WINEFEST

LAWineFest will celebrate its 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 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 beverage information,
please contact:*

Scherr Lillico, CEO/Fest Director

818-994-4661

scherr@LAWineFest.com

Chris Contopulos, Fest Coordinator

818-994-4661

office@LAWineFest.com

www.desertwinefest.com

