



Presented by LA WineFest, LLC

and
OMNI RESORTS
rancho las palmas

www.desertwinefest.com

2023 SPONSORSHIP INFORMATION

OMNI RESORTS
rancho las palmas

Saturday, October 28 th , 2023	1pm – 5pm
Sunday, October 29 th , 2023	12pm – 4pm

OMNI® RESORTS

rancho las palmas

Enjoy a relaxing oasis with a backdrop of mountains and palm trees at Omni Rancho Las Palmas Resort & Spa in Rancho Mirage, California. Let the relaxed desert lifestyle transcend the hustles and bustles of life the second you step foot onto the property.



The 2023 Desert WineFest will be held on the beautiful 5th Fairway and 5th / 6th Greens at the Resort - palm tree-lined fairways, surrounded by amazing views of the San Jacinto and San Bernardino mountains.



Desert
WINEFEST
Presented by LAWRENCE, LLC

2023 DESERT WINEFEST THE INAUGURAL YEAR

VIBRANT LOCATION

Centrally located between Palm Springs and 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 OPPORUNITY

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 TERRACE

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.



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 / day.



Photos provided by LAWineFest, LLC

Desert
WINEFEST
AN EXPLORATION OF TASTE
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THE AUDIENCE A DESIRABLE CROWD



DEMOGRAPHICS

- Age Range: 21-80
- 52.4% Female / 47.6% 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

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CHARITY BENEFICIARY

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

Desert WineFest will donate a portion of the event proceeds
to one or two hand-picked charities.
Our 2023 charity beneficiary is the Desert Cancer Foundation.



**LOS ANGELES
BOYS & GIRLS CLUB**



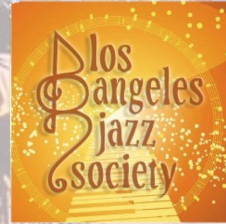
**Children's
Tumor
Foundation™**
Ending Neurofibromatosis Through Research



MAKE-A-WISH



**City of
Hope**



**SUNSHINE
KIDS™**



EVENT MEDIA EXPOSURE

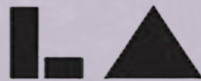
****From LAWineFest, LLC****



LONG BEACH POST



Los Angeles Times



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From LA WineFest, LLC



Beverly Hills BMW
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ROBERT MONDAVI
DISCOVERWINE



Hilton

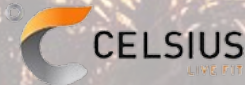
HOTEL
MAYA
A DOUBLETREE BY HILTON



UBER



REDNESS RELIEVER EYE DROPS



STELLA ARTOIS

CAMBOZOLA



DEFENDER



SPONSORSHIP LEVELS

Included Benefits	Presenting/ Grand Cru \$30K	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 LAWineFest 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 VIP Terrace <i>Please Inquire!</i>				

ABOUT DESERT WINEFEST

LAWineFest celebrated 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 in beautiful Rancho Mirage, 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 Rancho Mirage in late October - a time when the Coachella Valley also welcomes hundreds of thousands of snowbird visitors. Tickets will go on sale starting July 1st, 2023. 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 VIP Terrace / Boutique 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

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Chris Contopulos, Fest Coordinator

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