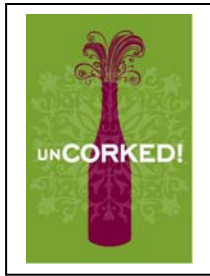




Ghirardelli
SQUARE

Uncorked!

The 4th Annual San Francisco Wine Festival
at Ghirardelli Square & on Beach Street
Larkin to Polk Streets, San Francisco, CA
May 16th, 2009 ~ 1 pm to 6 pm



Overview

WHAT

On Saturday, May 16, 2009, from 1 pm to 6 pm, Ghirardelli Square will host the fourth annual Uncorked! Wine Festival. In partnership with a local non-profit organization, Uncorked is a public event which provides an opportunity to taste, learn and experience wine from throughout Northern California. The 3rd Annual Uncorked Festival in 2008 drew over **7,500 attendees**.

Activities for the event will take place throughout the courtyards of Ghirardelli Square as well as extend onto Beach Street adjacent to the Square. Beach Street will be closed to traffic for the event to provide room for wine and food purveyors.

Tasting tickets for Uncorked are \$45-\$50 and include a souvenir wine glass and unlimited tastings. All other activities at Uncorked are free of charge for attendees. There is no admission fee to enter the event. Other activities include cooking demonstrations by renown Bay Area chefs, seminars such as “Wine 101” and “Chocolate & Wine Pairings”. The event will also have great musical entertainment.

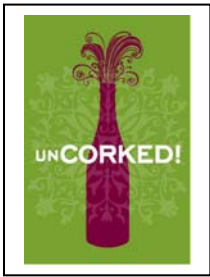
WHERE

Ghirardelli Square is one of the most well-known and best-loved icons of San Francisco. The enormous illuminated Ghirardelli sign and the smell of chocolate beckons over 4 million visitors per year to Ghirardelli Square.

In 2008 Ghirardelli Square became home to Fairmont Heritage Place, an elite Private Residence Club offering second home ownership benefits. In addition Ghirardelli Square has welcomed several new stores & restaurants including Marche on the Square (gourmet grocery store), Cellar360, Peekadoodle Kids Club, and Crown & Crumpet Tea Salon.

Ghirardelli Square hosts several signature events throughout the year to attract both local and tourist business. This packet offers a sponsorship opportunity at Ghirardelli Square to participate in **Uncorked!** The San Francisco Wine Festival.

The 4th Annual Uncorked! The San Francisco Wine Festival
Saturday, May 16th, 2009 ~ 1 pm to 6 pm ~ Presented by Ghirardelli Square
Produced by Steven Restivo Event Services, LLC ~ Ph: 415-456-6455 ~ Fax: 415-456-6436
www.sresproductions.com ~ steven@sresproductions.com



Audience

DEMO- GRAPHICS

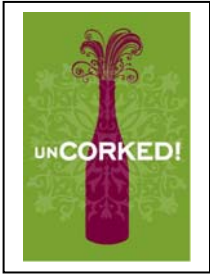
The San Francisco Bay Area, sometimes referred to as The Bay Area, is a metropolitan area that lies along the San Francisco Bay in northern California, with an estimated population of 7.15 million people. Its area is often defined as the area covered by the nine counties that border either San Francisco Bay or San Pablo Bay: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma.

By this definition, the Bay Area has a population of over seven million residents, making it the second largest metropolitan area west of the Mississippi. This nine county area consists of cities of various size that lie more or less contiguously around the length of the bay. Three large cities dominate the area: San Francisco, San Jose, and Oakland. Because, unlike most other metropolitan areas in the United States, no single large city dominates the region, residents generally refer to the region generically as the *Bay Area*, without associating it with any one city. **The 4th Annual Uncorked Festival** is being promoted and marketed to the entire Bay Area.

In addition to the Bay area residents, Ghirardelli Square is a San Francisco's must see for visitors from all over the world. Below are some statistics about the square's visitors:

- 4 million visitors annually
- 340,000 guests to the Square in the month of May
- National Historic Landmark
- Average House Hold Income of \$93,000
- 56% of visitors have a college degree or higher
- Average age is 38
- Average shopper expenditure is \$81, 45% above the national average
- Over 45k unique visitors to www.GhirardelliSQ.com per month

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Event Promotion

PROMOTION & MARKETING

- ❖ **The 4th Annual Uncorked! The San Francisco Wine Festival** is being aggressively marketed throughout the Bay Area and on the World Wide Web. Publicity and promotion will consist of extensive multi-media campaigns, print, radio and electronic media, as well as posters and postcards distributed throughout the Bay Area prior to the event.

FESTIVAL PROGRAM

- ❖ There is a official event program that lists the name and location of all the sponsors and wineries. The program is distributed at the event to all attendees.

MUNI BUSES

- ❖ Large advertising banners will be placed on Muni Buses throughout San Francisco four weeks prior to the event and remain up until the event day.

POSTCARDS

- ❖ Beautiful **postcards** will be distributed at high traffic points around the Bay Area.

FLIERS

- ❖ **Customized fliers** will be distributed at retail outlets throughout the Bay Area.

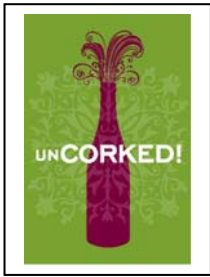
THE WEB

- ❖ The event will be **listed on** all **local and regional websites** that have a calendar listing section and featured on www.sresproductions.com and www.ghirardellisq.com

PRINT

- ❖ We will be partnering with a number of publications in the area, including the San Francisco Chronicle and San Francisco Magazine to help advertise the Event.

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Sponsor Benefits

Here are just a few ways your company will benefit as a sponsor of
The 4th Annual Uncorked! The San Francisco Wine Festival

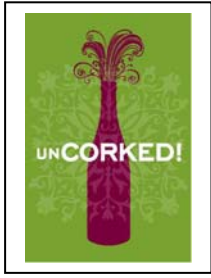
HELP YOUR BUSINESS

- * Have access to one of the most sought after demographic niches in the country: This is an exceptional opportunity to reach the sophisticated Bay Area market.
- * Reach a large audience with repeated impressions. Your company name and/or logo will appear on the event's poster and in all promotional materials.
- * A unique opportunity to engage people. Event attendees are a captive, receptive audience who has time to look, listen and hear about your products and/or services.
- * Develop **new business contacts**: The Event provides you with a unique networking opportunity to connect with the community in a fun and entertaining environment.
- * Demonstrate, sample or **test market your product**:
Receive instant responses about your products and/or services from attendees.

MAKE A DIFFERENCE

- * Show your company's commitment to the arts and local community:
The Event offers a great way for you to show your commitment to the residents of the Bay Area.
- * Help **promote community** outreach:
The Event provides a unique opportunity for the community of San Francisco to come together. The community has a long tradition of supporting it's benefactors.

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Sponsor Packages

PRESENTING SPONSOR

The San Francisco Wine Festival. The Presenting Sponsorship delivers an estimated 10,000,000 impressions and a minimum return value of \$40,000 through the following benefits:

CALL FOR PRICING

Presenting Sponsor Status and Naming Rights

- Category Exclusivity
- Naming rights as the Uncorked! Presenting Sponsor
- Naming rights of Beach Street as “Sponsor Vineyard Way”

Advertising Benefits

Presenting sponsor status and logo prominent on advertising and collateral materials as follows:

- MUNI buses for four weeks prior to the event
- San Francisco Chronicle ad
- San Francisco Magazine ad
- Northside SF & The New Fillmore newspaper ads
- Email blasts sent by Ghirardelli Square
- Event programs
- Onsite event posters and signage
- Presenting sponsor listed in all publicity efforts and press releases
- Additional advertising benefits as they arise

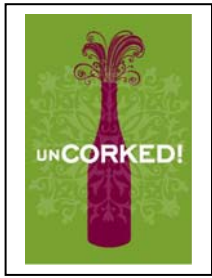
Promotional Benefits:

- Sponsor banners displayed at Ghirardelli Square, Beach Street & Main stage
- One 20’x10’ booth space at the event (larger booth space if necessary)
- Sponsor representative welcomes crowd from main stage
- Logo and link to sponsor website on Ghirardelli Square Events page
- Opportunity for sponsor employees to volunteer at the event

Hospitality

- 25 General Admission tickets to the event.

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Sponsor Packages

SUPPORTING SPONSOR

CALL FOR PRICING

Advertising Benefits

Logo on the following advertising:

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- San Francisco Chronicle ad
- San Francisco Magazine ad
- Northside SF & The New Fillmore newspaper ads
- Email blasts sent by Ghirardelli Square
- Event programs
- Onsite event posters and signage
- Additional advertising benefits as they arise

Promotional Benefits

- 10x10 exhibit booth space at event
- One banner hung at event entrance
- Logo and link on Ghirardelli Square event website

Hospitality

- 10 General Admission tickets to the event

** All sponsorship programs are fully customizable to meet the sponsor's objectives and goals.

** Space is available for Mobile Marketing & Sampling Programs

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