



Sponsorship Packet

The 12th Annual
Uncorked Wine Festival
Saturday, May 13, 2017

12pm to 5pm

Ghirardelli Square and on Beach Street, Between Larkin & Polk Streets, San Francisco, CA



Ghirardelli
SQUARE

HOW DO I SPONSOR THE EVENT?

- Please read the attached information on the benefits of sponsoring this event.
- Review the different levels and decide on which one you are interested in.
- Contact us at Steven@SRESproductions.com or call **415-456-6455** or mail the attached application with your selection.
- Then we will send you a contract and the promotion for your company can begin!

Steven Restivo Event Services, INC. ~ Ph: 415-456-6455 ~ Fax: 415-456-6436
www.SRESproductions.com ~ Steven@SRESproductions.com



Overview

WHAT

On Saturday, May 13, 2017, from 12 PM to 5 PM, Ghirardelli Square will host the 12th Annual Uncorked Wine Festival. In partnership with a local non-profit organization, TBD, Uncorked is a public event which provides an opportunity to taste, learn and experience wine from throughout Northern California. The festival draws over 7,500 attendees.

Activities for the event will take place throughout the courtyards of Ghirardelli Square as well as on Beach Street, adjacent to the Square.

Tasting tickets for Uncorked are TBD for general admission. Tickets 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, but there is a fee if you would like to participate in the sampling.

WHEN

Saturday May 13th, 2017 ~ 12pm to 5pm

WHERE

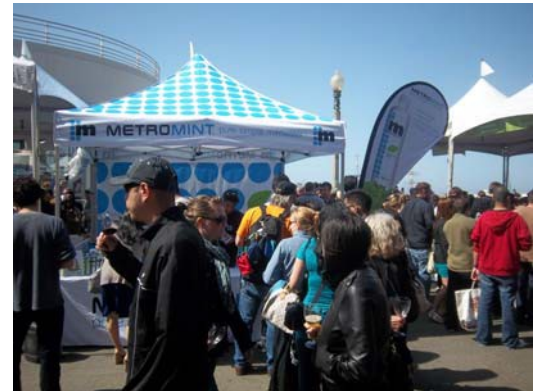
Ghirardelli Square is one of the most well-known and best-loved icons of San Francisco. The enormous illuminated Ghirardelli sign and the smell of chocolate beckons over 4 million visitors per year to Ghirardelli Square.

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 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.

Event Highlights

- Over 7,500 attendees enjoy the wines at Ghirardelli Square



COVERAGE/ IMPRESSIONS

These are just a few of the publications and radio stations that have helped promote our events to the Bay Area over the years:

- **Print:** SF Magazine is a main sponsor of the event, promoting the event digitally and in their print magazine.
- **Online:** The event is advertised on multiple media outlets including UpOut SF, Thrillist, UrbanDaddy, SF Fun Cheap, BrokeAssStuart, Red Tricycle and more. The event is also promoted on our website along with event partners' sites and facebook pages.
- **TV:** KRON 4 news coverage.
- **Publicity:** Our publicist sends the press release to thousands of contacts in her media list, gaining media attendees and event coverage prior and post event.

BAY AREA 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 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.



Event Promotion & Sponsor Benefits

PROMOTION/MARKETING: The 12th Annual Uncorked 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 an 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.

THE WEB: The official event websites are www.ghirardellisq.com and www.SRESproductions.com. They will be promoted in all materials related to the event.

TV: The event will be publicized on KRON 4 prior to the event with live event coverage.

PRINT: We will be partnering with several newspapers in the area to help promote and advertise the event.

BENEFITS AS A SPONSOR:

- ❖ 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, include the official festival website.
- ❖ A **unique opportunity** to engage with people. Event attendees are a captive, receptive audience that 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.
- ❖ 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 its benefactors.



Sponsor Levels

Have special space requirements? Questions about the different levels? Want to sponsor several events and receive a discount? Call or email us and we can personalize your participation level.

(Pricing is subject to change- please call for exact pricing)

TITLE/PRESENTING SPONSOR \$20,000:

- Everything listed on page below PLUS*
- Category exclusivity for 2017
- Right of first refusal for the 2018 Event
- Naming rights of Beach Street as “*Sponsor Vineyard Way*”
- Company name and logo incorporated into event name for all advertising and promotional purposes, including all print advertising, MUNI buses radio spots, postcards
- 25 General Admission Tickets

MAJOR SPONSOR \$10,000:

- Everything listed on page below PLUS*
- Company logo **prominently** displayed in all print advertising, postcards
- Large banners placed around event site, including Main Stage (sponsor to provide)
- 10 General Admission Tickets

PARTICIPATING SPONSOR \$5,000:

- Everything listed on page below PLUS*
- Logo displayed in all print advertising (deadline: 2 months before the show)
- Company logo displayed on postcards (deadline: 2 months before the show)
- Logo and link on Ghirardelli Square event website
- 5 General Admission Tickets

CONTRIBUTING SPONSOR \$3,000:

- Everything listed on page below PLUS*
- Booth, table & chairs provided
- Company name mentioned in all publicity for event
- Company name listed in Official Event Program* (if applicable)

FESTIVAL COPORATE SPONSOR \$1,500:

- One 10ft x 10ft space only at the Festival (\$250 extra if need booth, table & chairs)
- One large banner at booth (sponsor to provide)

** Space is available for Mobile Marketing & Sampling Programs



Sponsor Application

Please fill out and fax, email or mail to:

Steven@SRESproductions.com

Ph 415-456-6455 ~ Fax: 415-456-6436

SRES, 805 4th Street, Ste #8, San Rafael, CA 94901

COMPANY NAME: _____

CONTACT NAME: _____

ADDRESS: _____

TELEPHONE: _____ FAX: _____

WEBSITE: _____ EMAIL: _____

DESCRIPTION OF WHAT WILL BE PROMOTED IN BOOTH & SIZE REQUIRED:

LEVEL

I would like to sponsor at the level of (please check one):

- Title Sponsor \$20,000
- Major Sponsor \$10,000
- Participating Sponsor \$5,000
- Contributing Sponsor \$3,000
- Corporate Sponsor \$1,500
- In-Kind Media Sponsor valued at \$ _____
- Other \$ _____
- I would like to personalize my sponsorship level, please contact me to discuss the cost

Please note:

*Prices increase if require more than one 10x10 space

*Possible discount can be applied if sign up for 3 or more SRES events

PAYMENT INFORMATION (please check one):

- Check enclosed
- Payment will come later
- Invoice me
- Charge a credit card (5% processing fee added) cc # _____ exp _____
Signature to authorize credit card: _____ date _____

▶ SRES Tax ID# 47-2441059

- Make all checks payable to **Steven Restivo Event Services** and mail to 805 4th Street, Ste #8, San Rafael, CA 94901

The Annual Uncorked Wine Festival

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