



FEATURED ARTIST CALL FOR ENTRIES

November 16-20, 2011

Overview:

The San Diego Bay Wine & Food Festival is an international showcase of the world's premier wine and spirit's producers, chefs and culinary personalities. Produced by World of Wine Events, the Festival benefits the American Institute of Wine & Food culinary arts scholarship program.

Now in its eighth year, the San Diego Bay Wine & Food Festival has quickly grown into a world-class wine and culinary extravaganza. The five-day festival features wine tasting seminars, cooking classes by James Beard award-winning chefs, the San Diego WineRave, an elegant Reserve Tasting, and the Celebrity Chef Luncheon and AIWF Big Bottle Auction. The festival culminates on Saturday at the star-studded Grand Tasting Event. Held on the magnificent San Diego Bay, the festival's Grand Tasting Event is flanked by a backdrop of sailboats and sandy shores, which perfectly set the event's tone.

Artist Criteria:

Each year, we select one artist to be featured throughout the Festival. The selected artist creates the overall look and feel of the event's marketing collateral and official Festival poster. The responsibilities of the featured artist include:

1. Meet with Festival Producers to discuss the vision for the 2011 Festival art.
2. Submit "mock-up" or sample of Festival poster for approval by Festival producers.
3. Art must incorporate a wine bottle with "San Diego" and the year (2011) on the label.
4. Create original painting from approved designs and supply Festival Management with a high-resolution digital image.
5. Preferred format is portrait (vertical format).
6. Assign rights to use Festival poster art for any marketing, public relations or specialty item sales to San Diego Bay Wine & Food Festival.
7. Donate the original painting to the Festival's non-profit live auction; proceeds benefit The American Institute of Wine & Food's Culinary Arts Scholarship Program.

In exchange for the services mentioned above, the featured artist receives:

1. Their artwork featured on all marketing collateral associated with the event: postcards, brochures, festival programs, website, festival posters, advertisements, etc.
2. Feature as a celebrity appearing at the Festival's Grand Tasting Event with a bio and photograph on the website and in the program, and a link to artist's website.
3. One 10x10 exhibit space at the Festival in which to display and sell their artwork (\$995 value).

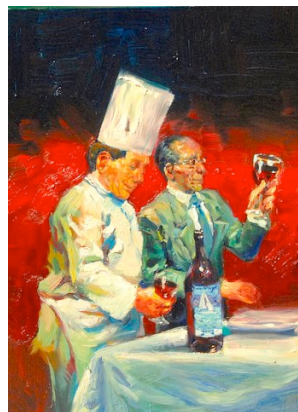
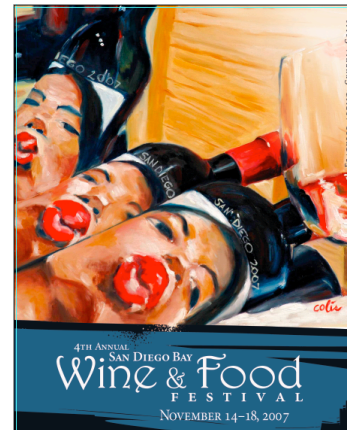
4. Feature as the celebrity artist in an electronic broadcast to over 15,000 food and wine enthusiasts, and industry trade.
5. Full-page black and white ad in the Festival program (\$900 value).

Artists interested in being considered for the San Diego Bay Wine & Food Festival featured artist should complete the following:

1. Fill out an application at www.worldofwineevents.com no later than February 15, 2011 for consideration as the Official Artist of the San Diego Bay Wine & Food Festival.
2. Create a sketch, draft, or concept rendering of your suggested artwork for the 2011 Festival campaign.
3. Please note that all Official Festival Posters and Artwork contain a few common threads. Each piece contains a bottle with San Diego and the year of the Festival written on it. The piece must also capture in some way the essence of the event as a fun celebration of food and wine. Here are samples of the posters in years past:



San Diego Bay Wine & Food Festival 2003



4. Submit your concept rendering electronically no later than February 15, 2011 to metter@fastforwardevents.com. All artists participating will be narrowed down to a list of finalists who will be juried by the Festival's Board of Advisors.
5. The FINAL artwork and electronic file will be due to Festival Management no later than April 1, 2011.

All questions may be directed to Festival Management at 619-312-1212. The Festival's website may be found at www.worldofwineevents.com.

San Diego Bay Wine & Food Festival Event Statistics

- Over 9,000 wine and food aficionados will attend the 5-day Festival.
- Over 170 wineries from wine growing regions around the world take part in the event.
- Over 800 different types of wines are poured at the Reserve Tasting and Grand Tasting Event.
- 70 of San Diego's top restaurants and 30 gourmet food companies sample their product at the Grand Tasting Event.
- Celebrity Chefs and James Beard Award Winners such as Roy Yamaguchi, Katsuya Fukushima, and Celestino Drago; *Top Chef* contestants Brian Malarkey, Kenny Gilbert, Andrea Curto-Randazzo, and Eli Kirshtein; Encore Las Vegas Chef Kim Canteenwalla; Program Director of Culinary Arts at L'Academie de Cuisine Patrice Olivon; "Chef in the Hat" Thierry Rautureau; and others who fly in from all over the country to lead a line-up of exciting and informative cooking demonstrations
- Previous artists have included David Tyrone Villa ("The Spirit San Diego," 2010), Robert Holton ("Good Cheer," 2009), Christopher M. ("A Perfect Pair," 2008), Cynthia Colis ("Pucker Up," 2007), John Heimstra (2006), Cindy Clarke (2005), and Karen Pike (2004).