

San Diego Bay Wine & Food Festival Event Overview & Sponsorship Opportunities

Southern California's Largest Wine & Food Festival

Something special happens to San Diego in the fall. Aside from the ever-present beautiful weather, start of Charger fever and holiday buzz, the city's culinary community is electrified by the next installation of Southern California's largest wine and food festival.

Now in its fifth year, 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 event benefits the American Institute of Wine & Food culinary arts scholarship program.

A world-class wine and culinary extravaganza, the five-day festival joins tastemakers from all aspects of the food and wine industry: Celebrity chefs, sommeliers and master sommeliers, wine buyers and retailers; 160 winemakers, spirit companies and breweries; over 60 local culinary artisans and their fine dining restaurants; media, personalities and more.

Held on the magnificent San Diego Bay, the festival's Grand Tasting Event is flanked by a backdrop of sail boats and sandy shores which perfectly set the event's tone. The 2008 San Diego Bay Wine & Food Festival will be held November 12-16.

San Diego Bay Wine & Food Festival
November 12 - 16, 2008

Events-At-A-Glance

Winetasting Seminars

Led by Master Sommeliers and features legendary winemakers and experts in their craft, the Festival's Winetasting Seminars take place on Thursday and Friday prior to the Grand Tasting Event. The series of classes range in topics from Napa AVA panel discussions to comparisons between Old World and New World wines.

Cooking Classes

From nationally recognized celebrity chefs to local culinary stars, the Festival's cooking classes are always a highlight, selling out to packed crowds. Prior instructors have included Jame's Beard Award Winners such as Robert Kinkaid and Laura Werlin, cookbook authors such as Chef David Lawrence, and television personalities such as Sam The Cooking Guy among others. Classes take place on Thursday and Friday prior to the Grand Tasting Event.

WineRave

A winetasting event with the volume turned up a few notches. Held at a popular nightclub in downtown San Diego this event caters to the 21-35 year-old crowd and features cutting edge wines and spirits. The event is designed to create an uber hip tasting experience for a collective of up-and-coming wine and spirits consumers.

Reserve & New Release Tasting

An elegant tasting event on Friday night of the Festival featuring close to 200 reserve and new release wines and spirits and award-winning catering companies and restaurants host 12 mouth-watering food stations. The event sells out to a crowd of 800 collectors of fine wines and luxury spirits.

Grand Tasting & Luxury Lifestyle Auction

The Grand Finale, held on San Diego's Embarcadero Park North, is truly one of the most exciting luxury events of the year. The 2007 Festival had 4,200 wine and food enthusiasts in attendance and is projected to reach 5,000 in 2008. Sixty of San Diego's top fine dining chefs go head-to-head to compete in the "Chef of the Fest" competition where one chef walks away with \$50,000 in cash and prizes! The Grand Event features over 160 winemakers, spirits and breweries, gourmet foods, celebrity chef book signing tent, olive oil competition and tasting tent, three music stages and a backdrop of sailboats and the magnificent San Diego shoreline. The Luxury Lifestyle Auction is reserved for 500 VIP attendees and raises over \$50,000 for scholarships for culinary and enology students in San Diego.

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Events-At-A-Glance continued

VIP Kick-Off Party

The star-studded kick off party sets the stage for an action packed epicurean week. Held in 2007 at the W Hotel, the party was hosted by Tommy Bahama Rum and featured free flowing mojitos, tray upon tray of the Chef's most creative bite sized masterpieces, and the largest gathering of San Diego's celebrity chefs in the year.

“Chef of the Fest” Competition

Foodies from all over the United States converged on San Diego's Big Bay during the San Diego Bay Wine & Food Festival on November 17 to watch 60 of the city's top chefs compete for just over \$50,000 in cash and prizes and the coveted title of “Chef of the Fest” presented by NatureSweet D’Vines. From a field of 60 chefs 10 finalists were selected with Chef Gary Thompson of Viejas Casino taking home first place top honors for his Grilled Tequila Marinated Shrimp and Spicy Tomato Gazpacho; second place award went to Chef Brian Malarkey of Oceanaire Seafood Room for his Seafood Sausage; third place was awarded to Chef Sarah Linkenheil of Sally's Seafood on the Water for her Crispy Seared Arctic Char and Scallop Sausage with Apple Remoulade; fourth place was awarded to Chef Stephen Window of Roppongi Restaurant for his Main Diver Scallop with Daikon Dashi Tempura Beans, Dynamite Aioli and Green Tea Salt; and fifth place awarded to Chef Chris Behre of Bondi with his BBQ Australian Lamb Cutlet.

The prize package awarded to the “Chef of the Fest” includes a vacation of a lifetime for two to the ultra exclusive Turtle Island Fiji including round-trip airfare with Air Pacific, a professional range provided by US Foodservice, magazine exposure in Dining Out and San Diego Magazines, \$3,000 in cash presented by NatureSweet D’Vines, 12 live lobsters donated by Chesapeake Fish Company and a organically raised mature steer donated by Brandt Beef, a Tommy Bahama Rum Gift Basket and a Dooly's Gift Basket. Additionally, the “Chef of the Fest” winner will return to the 5th Annual San Diego Bay Wine & Food Festival in 2008 as one of the headlining chefs with their own cooking class and appearances during the Grand Tasting. The first place winner also received a luxury watch by the Diamond Boutique.

The second place winner receives a vacation for two to Cabo San Lucas resort Fiesta Americana with roundtrip airfare on Aeromexico and the third place winner receives a vacation for two with spa services to any W Hotel property. All winners receive a cash reward from NatureSweet D’Vines, knives by Dick Knives, and Tommy Bahama Rum and Dooly's Gift Baskets.

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Festival Statistics

- Over 7,000 wine and food aficionados attend the five-day festival 2007
- Anticipated attendance for the 2008 event is estimated at 7,500 to 8,000 attendees throughout the week
- 160 wineries and winemakers took part in the Reserve Tasting and Grand Event in 2007
- Over 700 different types of wines were poured at the Reserve Tasting and Grand Events
- 60 of San Diego's top fine dining restaurants and celebrated chefs participated in the Grand Tasting
- 30 Gourmet food companies launched new products at the 2007 Festival
- Celebrity chefs and James Beard award winners such as Patrice Olivan from the French Embassy; Bocus d' Or or delegate Chef Gavin Kaysen; cookbook authors Laura Werlin and Dave Lawrence; Chef Bob Kinkead and others are flown in to lead a line-up of exciting and informative cooking demonstrations
- Master Sommeliers Joe Spellman and Evan Goldstein along with Saveur Magazine's Wine Editor, Paul Lukacs led the panel of distinguished moderators of our wine tasting classes and seminars

Audience Appeal

Attracting over 7,000 wine and food enthusiasts and industry tastemakers at this five-day event, the San Diego Bay Wine & Food Festival appeals to an affluent consumer of wines and luxury lifestyle goods and services

- 30-50 years of age
- Has an annual household income of \$75,000 - \$250,000
- Purchases a new vehicle every two to four years
- Is seeking financial goods and services such as mortgages, life insurance, and investment advice
- Consider themselves connoisseurs of fine wine and food
- Dines out five to seven times per month at a fine dining establishment
- Purchases an average of two to three cases of wine per month
- Has recently or plans to purchase large kitchen appliances
- Frequently cooks and entertains at home for large dinner parties
- Has travelled or is looking to travel internationally in the past/next year
- 35% of attendees are from outside of San Diego County

On-site Exposure



600 Reserve Tasting Attendees



500 VIPs at the Grand Tasting



4,200 Grand Tasting Wine & Food Enthusiasts



Celebrity Chefs, 60 San Diego Restaurants & 160 Wineries

On Site Exposure Cont.



Thank You!
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VIEJAS **W** **BMW** **UNION BANK OF CALIFORNIA** **COX**
ENTERPRISES SAN DIEGO

GOLD SPONSORS

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SPARKLING NATURAL MINERAL WATER

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CRUISES & EVENTS

MACY'S **MARSHALL'S** **SIGNONRADIO** **UNIFIED PORT OF SAN DIEGO** **IVY HOTEL**
SCHOOL OF COOKING SAN DIEGO HOTEL & MARINA

DININGOUT **Vine & Times** **imbibe**

SILVER SPONSORS

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Laurent-Perrier **Tommy Bahama** **QRW** **FIESTAMERICANA**
CHAMPAGNE RUM VACATION CLUB

ALANAS **The Best CATERING** **TasteOfWineTV.com**
MARKETING & CREATIVE

DIAMOND BOUTIQUE **ChefWorks** **WOMEN'S WINE**

CLASSIC PARTY RENTALS **WILD Thyme** **MOSAIC** **SELECT BEER**
EVENT SPECIALISTS CATERING CATERING

AEROMEXICO **CHESAPEAKE FISHERY, INC.** **SMOKY CHEESE**
CATERING

Serving **INERTIA** **DICK**
SAN DIEGO

Banners



Marketing:

●Event Postcard (consumer)	60,000
●Event Brochure	35,000
●Festival Poster (in restaurants pre-event)	3,000
●Festival Program (on-site)	7,000

In addition, the festival was promoted through:

- Radio & Print Advertising (see schedule)
- Extensive public and media relations
- Weekly Electronic Newsletter (14 x 13,500 subscribers)
- Member Exclusive Sign-On San Diego e-blast
- Orbitz Travel Advisory
- ARES Travel Bookings
- Corporate Incentives with associations such as SDRBA
- Food and Wine Related blogs
- San Diego Port Authority radio tags
- Web banner ads on ConVis, SignonSanDiego.com, LocalWine Events.com, and others
- Convention & Visitors Bureau e-newsletter
- San Diego Bay Wine & Food Festival Web site
- Port Tenants Association Newsletters
- Extensive public relations outreach with numerous placements
- Radio and television promotions

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PuckerUp!
LIP SMACKING, GLASS CLINKING
CELEBRITY WATCHING, SWISHING, SWIRLING,
MOUTH WATERING KIND OF FUN!

November 14-18, 2007

4TH ANNUAL
SAN DIEGO BAY
Wine & Food
FESTIVAL

The Largest Wine & Food
Festival in Southern California

SCHEDULE & TICKETS AVAILABLE:
www.worldofwineevents.com
or call 619-342-7337

160 WINERIES
60 TOP RESTAURANTS
CELEBRITY CHEFS
BIG BOTTLE AUCTIONS
BLING & BUBBLY (NEW)
CHEF OF THE FEST

Must be 21 years or older to attend.

Sponsors: WORLD MARKET, VIEJAS, COX, SAVEUR, SAN DIEGO, ACQUA PIANA, SOUTHWEST.COM, SPELLEGRINO, TUSCANY ISLAND, AIRBORNE, imbiBE, HORNISCHKE, VICE, TITUS, FLORENCE, ALABAMA, CRYSTAL MOUNTAIN, SERVICING MOSAIC, LTY, DINGGOU.

3,000 On-Premise Posters

PuckerUp! Winz & Food
Festival
for the Largest Wine & Food
Festival in Southern California

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CHEF OF THE FEST

Sponsors: WORLD MARKET, VIEJAS, COX, SAN DIEGO, SAVEUR.

60,000 Postcard

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MOUTH WATERING KIND OF FUN!

November 14-18, 2007

4TH ANNUAL
SAN DIEGO BAY
Wine & Food
FESTIVAL

SCHEDULE & TICKETS AVAILABLE:
www.worldofwineevents.com
or call 619-342-7337

160 WINERIES
60 TOP RESTAURANTS
CELEBRITY CHEFS
BIG BOTTLE AUCTIONS
BLING & BUBBLY (NEW)
CHEF OF THE FEST

Must be 21 years or older to attend.

Sponsors: WORLD MARKET, VIEJAS, COX, SAN DIEGO, SAVEUR.

35,000 Festival Brochures

PuckerUp!
LIP SMACKING, GLASS CLINKING
CELEBRITY WATCHING, SWISHING, SWIRLING,
MOUTH WATERING KIND OF FUN!

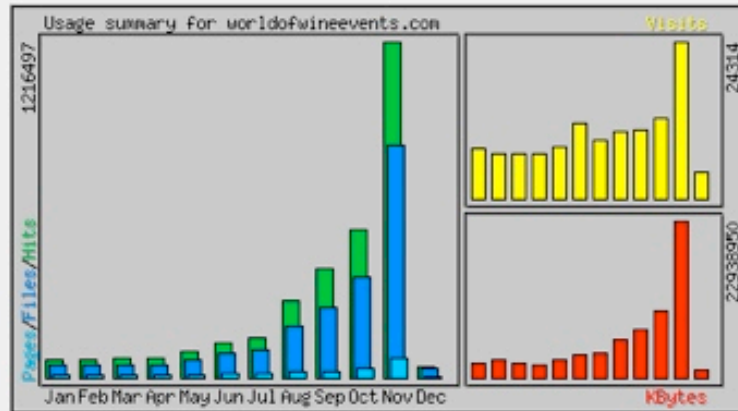
November 14-18, 2007

4TH ANNUAL
SAN DIEGO BAY
Wine & Food
FESTIVAL

SCHEDULE & TICKETS AVAILABLE:
www.worldofwineevents.com or call 619-342-7337
Must be 21 years or older to attend.

Sponsors: WORLD MARKET, VIEJAS, COX, SAN DIEGO, SAVEUR.

Magazine /
Newspaper Ads



2007 Web Hits by Month

www.worldofwineevents.com

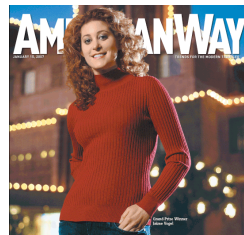
History

Month	Average/day					Totals				
	Hits	Files	Pages	Visits	KBytes	Hits	Files	Pages	Visits	KBytes
Dec 2007	2465	1910	334	240	70524	41913	32477	5694	4093	1198901
Nov 2007	40549	27986	2443	810	764632	1216497	839607	73308	24314	22938950
Oct 2007	17235	11812	1028	398	312657	534302	366202	31882	12357	9692377
Sep 2007	13222	8434	788	349	236821	396662	253039	23652	10478	7104622
Aug 2007	8936	6101	645	332	178729	277021	189153	19996	10295	5540602
Jul 2007	4582	3180	401	292	111773	142045	98589	12434	9065	3464952
Jun 2007	4209	2928	438	388	109417	126282	87842	13162	11646	3282508
May 2007	2993	2156	279	255	85378	92794	66840	8664	7925	2646706
Apr 2007	2277	1504	246	231	59486	68328	45138	7395	6937	1784572
Mar 2007	2169	1552	237	223	66026	67266	48141	7354	6922	2046820
Feb 2007	2308	1734	268	245	93710	64626	48577	7522	6876	2623887
Jan 2007	1993	1505	250	244	67518	61811	46673	7761	7588	2093066
Dec 2006	1764	1293	248	257	53754	54709	40111	7693	7989	1666377
Nov 2006	19399	12127	1265	501	533763	581992	363832	37956	15050	16012897
Oct 2006	16094	11193	1173	469	492167	498941	346994	36386	14560	15257169
Sep 2006	8761	5882	736	315	267527	262850	176477	22089	9453	8025800
Aug 2006	6253	4360	569	234	190276	193858	135168	17639	7262	5898552
Jul 2006	3379	2166	304	144	86666	104749	67150	9448	4488	2686631
Jun 2006	3209	2149	305	176	93677	96285	64486	9154	5297	2810300
May 2006	1067	650	86	58	27445	33081	20160	2666	1816	850801

Public Relations

The San Diego Bay Wine & Food Festival appeared in a number of features and articles leading up to the event resulting in over 55 million impressions. The following are a few highlights of this year's coverage:

- NBC 7/39 on 9/25/07 featuring Lisa Redwine of Molly's Restaurant & Wine Bar
 - Channel 10 on 9/22/07 featuring instructors from the Art Institute of California - San Diego
 - KUSI Morning News on 11/8/07 featuring Chef Stephen Window of Roppongi
 - Channel 10 on 11/9/07 featuring Chef Mary Jo Testa of Salad Style
 - Fox 6 on 11/10/07 featuring Chef Bernard Guillas of The Marine Room
 - Channel 10 on 11/11/07 featuring Festival Producers
 - Fox 6 on 11/12/07 featuring Chef Damon Gordon of the Quarter Kitchen
 - Channel 8 on 11/13/07 featuring Chef Sarah Linkenheil from Sally's Seafood on the Water
 - NPR Radio Segment on 11/13/07 featuring roundtable of national and local wine experts
 - KUSI Morning News on 11/14/07 featuring chef Christopher Gardner of Flemming's
 - Fox 6 on 11/15/07 featuring Elaine Ardizonne from Sweet Cheeks Baking Co.
 - NBC 7/39 on 11/15/07 featuring Chefs from Rice and Arterra
- Magazine articles featured in Southwest Spirit, American Way, Westways, Savor Magazine, San Diego Magazine, Dining Out Magazine, Gay & Lesbian Times, Vine Times, Imbibe, Santee, Serving San Diego, BizBash, and many others!
- Newspaper articles featured in the Chicago Tribune, Arizona Republic, San Diego Union Tribune, the Los Angeles Times, the Orange County Register, North County Times, San Diego Downtown News, La Jolla Village News, Navy Dispatch, Ranch & Coast Magazine, The Reader, and more!



Event Impressions

7,000 Festival Attendees over the event's five days

46,484,080 Advertising Impressions

146,000 Marketing Collateral Impressions

2007 Festival Program Advertisement (7,000 Programs)

Annual Festival Web Hits totaling 3,144,343

Total of 49,788,343 Impressions*

* Does not include PR Impressions

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Why Become a Sponsor?

The San Diego Bay Wine & Food Festival is a destination event attracting high-profile members of the wine and culinary trade as well as affluent consumers throughout the event's five days. In addition to increasing your company's profile among this key demographic, a sponsorship with the Festival will also allow your company to:

- ➔ Gain cachet by affiliating your brand with a high-end consumer event targeting affluent wine and food enthusiasts
- ➔ Broaden the market's awareness of your products and services
- ➔ Reinforce loyalty with current consumer relationships
- ➔ Find new, quality customers
- ➔ Gain media exposure among food, wine and lifestyle media
- ➔ Facilitate a market assessment of your product by sampling
- ➔ According to the Cone/Rober Report consumers are more likely to switch to a sponsor's brand that supports a local event or cause

Should one of our packaged sponsorships not meet your current marketing needs, we look forward to working with you to develop a customized sponsorship program.

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2008 Sponsorship & Marketing Opportunities

PRESENTING SPONSOR

- Festival Presenting Sponsor (EXCLUSIVE)

GRAND CRU (PLATINUM SPONSORS)

- Platinum Level Category Sponsor
- Official Car Sponsor
- Official Credit Card Sponsor
- Official Airline Sponsor
- Official Entertainment Pavilion Sponsor
- Festival Glass Sponsor (SOLD)

PREMIER CRU (GOLD SPONSORS)

- Gold Level Category Sponsor
- Headliner's Title Sponsor
- Festival Plate Sponsor (SOLD)
- Festival Water Sponsor (SOLD)
- VIP Tent Sponsor
- Official Bread Sponsor
- Olive Oil Tasting Tent Title Sponsor
- Trade Tasting Title Sponsor
- Festival T-Shirt Sponsor
- Volunteer Sponsor
- Official Supply Company (SOLD)
- Lanyard Sponsor

GRAND VIN (SILVER SPONSORS)

- Silver Level Category Sponsor
- Cooking & Wine Tasting Class Sponsor
- Official Chocolate Sponsor
- Shuttle Bus Sponsor
- VIP Welcome Line Sponsor
- Bag Sponsor (SOLD)

- Official Champagne
- Martini Bar Sponsor
- Bloody Mary Bar Sponsor
- Official Coffee Sponsor
- Chef Jacket Sponsor
- Band Sponsor
- Official Beer Sponsor

RESERVE & NEW RELEASE TASTING SPONSORS

- Reserve Tasting & Silent Auction Presenting Sponsor (Platinum Level)
- Reserve Tasting Winery "Break" Sponsor (Silver Level)
- Reserve Tasting Cuisine Sponsor (Silver Level)
- Cigar Deck Title Sponsor (Silver Level)

AIWF LIVE AUCTION & CELEBRITY CHEF LUNCHEON

- AIWF Live Auction & Celebrity Chef Luncheon Title Sponsor (Gold Level)
- Table Sponsor (Silver Level)
- Wine Sponsor (Silver Level)

"CHEF OF THE FEST"

- Chef of the Fest Presenting Sponsor (Gold Level)
- Chef of the Fest Product Sponsor (Based on Value)

VIP KICK OFF PARTY

- VIP Party Presenting Sponsor (Gold Level)
- VIP Party Destination Sponsor (Gold Level)

SAN DIEGO WINE RAVE

- San Diego Wine Rave Presenting Sponsor (Gold Level)

MEDIA SPONSOR

- Platinum, Gold and Silver level sponsorships available
- Event Magazine Distribution

VIP GIFT BAGS

- Chef Gift Bags
- Celebrity "Headliner" Gift Bags
- VIP Grand Tasting Gift Bags

ADDITIONAL OPPORTUNITIES

- Exhibit Space
- Program Advertising
- Website Advertising

Sponsorship of the San Diego Bay Wine & Food Festival ranges in price from \$500 to \$50,000. Silver sponsorships start at \$5,000, Gold Sponsorships start at \$10,000 and Platinum Sponsorships start at \$20,000. We have a variety of programs available and also happily custom create sponsorships to meet your individual marketing objectives. Please call Festival Management to receive details on the sponsorship packages of interest to you:

Michelle Metter

619-602-9789

Mmetter@worldofwineevents.com

Ken Loyst

619-857-3800

Kenloyst@worldofwineevents.com

www.worldofwineevents.com

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