

SAN DIEGO BAY Wine & Food FESTIVAL



2010 FESTIVAL OVERVIEW & SPONSORSHIP OPTIONS

Event Overview

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

Now in its seventh year, the San Diego Bay Wine & Food Festival has quickly grown into the largest wine and culinary extravaganza on the West Coast and has become a signature for the city of San Diego. The five-day festival features wine tasting seminars, cooking classes by James Beard award-winning chefs, and an elegant Reserve Tasting. The festival culminates on Saturday at the star-studded Grand Tasting Event held on the magnificent San Diego Bay.

Ranked by Biz Bash Magazine as one of the top culinary events in the region, the Festival has quickly become a “must do” event for gourmands interested in world class wines, premium spirits, award-winning chefs, and gourmet foods - truly one of the country's top luxury wine and food experiences of the year.

Held November 17-21, 2010, the 7th Annual San Diego Bay Wine & Food Festival will host over 9,000 attendees from across the nation. During its seven days of festivities, the Festival features 14 wine tasting and culinary classes; the WineRave held at the W Hotel San Diego; an elegant Reserve & New Release Tasting at the Wonderbread Factory Building; a Celebrity Chef Luncheon & Big Bottle Live Auction at the Marriott Hotel & Marina; and a Grand Tasting Event on the Embarcadero Park.

The Festival showcases over 170 wine and spirit purveyors, 60 of San Diego's fine dining restaurants, gourmet food companies, and lifestyle exhibitors, as well as featured celebrity chef book signings, the Discover Wines with Robert Mondavi Pavilion, Chef of the Fest competition and so much more.

Festival Statistics

- The 2009 Festival saw record-breaking attendance figures, attracting affluent food and wine enthusiasts from across the country:
 - The entire week's Festival drew over 9,000 affluent wine and food aficionados into San Diego
 - Just over 5,500 people attended the Grand Tasting Event on Saturday, November 21
 - The Reserve & New Release Tasting sold out to 1,000 attendees on November 20
 - The WineRave, Cooking and Wine Tasting Classes, Celebrity Chef Luncheon and Tommy Bahama Rum VIP Party attracted just over 2,500 attendees
- Anticipated attendance for the 2010 event is estimated at 9,000 - 9,500 attendees throughout the week
- 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 Events
- 60 of San Diego's top restaurants and celebrated chefs along with Gourmet Food companies took part in the Grand Event
- Celebrities such as Chef in the Hat Thierry Rautureau, Chef Suzette Gresham, Wynn Las Vegas Chefs Paul Bartolotta and Alex Stratta, Master Sommelier Joseph Spellman, Peter Mondavi Jr., Top Chef contestants Brian Malarkey, Chris "CJ" Jacobson, and Eli Kirshtein, and many others are flown in to lead a line-up of exciting and informative cooking and wine demonstrations
- Major U.S. Brands used the Festival to expand their Southern California market reach, including POM Wonderful, Stella Artois, Kerrygold, The Macallan, Cost Plus World Market, Robert Mondavi Discover Wine, Cooking Light Magazine, and Fresh Express

Audience Demographics

Attracting over 9,000 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:

- Attendee median age: 30-50 years
- 64.5% are females
- 60.1% of attendees have an annual household income of over \$100,000
- 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
- Frequently cooks and entertains at home for large dinner parties
- Over 30% stay in a San Diego hotel during the week of the Festival
- 30.4% of attendees are from outside of San Diego County

Events At-A-Glance

VIP Kick-Off Party

The star-studded kick off party sets the stage for an action packed epicurean week. Held in 2009 at the W Hotel, the party was hosted by Tommy Bahama Rum and featured free flowing cocktails, 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 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"

Prize packages awarded to the "Chef of the Fest" have included a professional range provided by US Foodservice, magazine exposure in Cooking Light, Dining Out, Culinary Trends and San Diego Magazines, cash prizes, 12 live lobsters donated by Chesapeake Fish Company and an organically raised mature steer donated by Brandt Beef, a Tommy Bahama Rum Gift Basket and a Coffee Ambassador Gift Basket. Additionally, the "Chef of the Fest" winner will return to the 8th Annual San Diego Bay Wine & Food Festival in 2011 as one of the headlining chefs with their own cooking class and appearances during the Grand Tasting.

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 Paso Robles blends panel discussions to comparisons between Old World and New World wines to a Master Sommelier Blind Tasting.

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 Paul Bartolotta, cookbook authors such as Chef David Lawrence and Chef in the Hat Thierry Rautureau, and television personalities such as Sam The Cooking Guy and Ted Allen, among others. Classes take place on Thursday and Friday prior to the Grand Tasting Event.

Events At-A-Glance

WineRave

A wine tasting 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.

Celebrity Chef Luncheon & AIWF Live Auction

The AIWF Celebrity Chef Luncheon & Big Bottle Auction features 10 celebrity winemakers and a world-class menu prepared by nationally acclaimed chefs. In 2009, chefs included Chef Kenny Gilbert of Capella Telluride, Chef Thierry Rautureau of Rover's, Chef Suzette Gresham of Acquerello in San Francisco, and Executive Chef Bernard Guillas from La Jolla's Marine Room. Guests will dine at tables of 12, each table featuring one winemaker pouring favorites from their portfolio and a local celebrity chef & "Chef of the Fest" finalist. Proceeds from the event's auctions benefit The American Institute of Wine & Food Culinary and Enology Scholarship program. Each year, thousands of dollars are awarded to professionals and students in San Diego to further their careers in culinary and enology arts. To date, over \$150,000 has been awarded to AIWF who in turn fund deserving students from proceeds raised at auctions during the San Diego Bay Wine & Food Festival.

Reserve & New Release Tasting

An elegant tasting event on Friday night of the Festival, the Reserve & New Release Tasting showcases close to 200 reserve and new release wines and spirits and 12 mouth-watering food stations hosted by award-winning catering companies and restaurants. The event sells out to a crowd of 1,000 collectors of fine wines and luxury spirits.

Grand Tasting

The Grand Finale, held on San Diego's Embarcadero Park North, is truly one of the most exciting luxury events of the year. The 2009 Festival had just over 5,500 wine and food enthusiasts in attendance. 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 170 winemakers, spirits and breweries, gourmet foods, celebrity chef book signing tent, olive oil competition and tasting tent, music stages, a backdrop of sailboats and the magnificent San Diego shoreline.

2009 Marketing Outline

• Event Postcard (consumer)	50,000
• Event Brochure	30,000
• Festival Poster (in restaurants, retailers, wine bars, coffee shops pre-event)	3,000
• Festival Program (on-site)	8,000

In addition, the 2009 Festival was promoted through:

- Radio, Print, and Television Advertising
- Weekly Electronic Newsletter (23 x 18,000 subscribers, including attendees, trade, media, and exhibitors)
- ARES Travel Bookings
- Corporate Incentives with associations such as Wild At Work
- Food and Wine Related blogs, including Land of Food & Wine
- Web banner ads on ConVis, AZ Central.com, SDNN.com, SanDiego.com, Gayot.com, OpenTable.com, and others
- Convention & Visitors Bureau e-Newsletter
- San Diego Bay Wine & Food Festival Web site
- Inclusion in the California State Board of Tourism Food & Wine Campaign
- Cooperative partnerships with La Jolla Playhouse, Westfield Horton Plaza, Borders Bookstore, and Yelp.com
- Inclusion in Cost Plus World Market circulars from Orange County to San Diego and on-premise shelf talkers program
- Participation with Just My Ticket
- Promotion with Amtrak California for distribution of rack cards in Southern California train stations
- Inclusion in AIWF and American Wine Society email newsletters
- Local and national media partnerships with San Diego Magazine, Cooking Light, Dining Out, Imbibe, and The Quarterly Review of Wines
- Extensive public relations outreach with numerous placements
- Radio and online promotions



Total Advertising, Promotions, and Marketing Collateral Impressions = 77,349,807

2009 Direct Mail, Print & Web Advertising

San Diego Bay WINE & FOOD FESTIVAL 2009
 The Largest Wine & Food Festival in Southern California
 NOV 18-22

170 Wineries, Breweries, & Spirit Purveyors
 70 Top Restaurants and Grand Foods
 Over 800 Wines
 Celebrity Chefs
 Cooking & Wine Tasting Classes
 Big Bottle Auction
 \$50,000 Chef of the Fest Competition

Schedule & Tickets:
www.worldofwineevents.com
 or 619-342-7337

NOV 18-22
 2009 San Diego Bay WINE & FOOD FESTIVAL
 The Largest Wine & Food Festival in Southern California

Wine & Food
 Schedule & Tickets:
www.worldofwineevents.com
 or 619-342-7337

NOV 18-22
 2009 San Diego Bay WINE & FOOD FESTIVAL
 The Largest Wine & Food Festival in Southern California

September 21st
 Grand Tasting Event

Schedule & Tickets:
www.worldofwineevents.com
 or 619-342-7337

2009 San Diego Bay WINE & FOOD FESTIVAL
 The Largest Wine & Food Festival in Southern California

Friday, November 20th
 Resene & New Release Winetasting
 Featuring A&F Silent Auction

Saturday, November 21st
 Grand Tasting Event

Sunday, November 22nd
 Celebrity Chef Luncheon & A&F Big Bottle Auction

Schedule & Tickets:
www.worldofwineevents.com
 or 619-342-7337

NOV 18-22
 San Diego Bay WINE & FOOD FESTIVAL 2009
 The Largest Wine & Food Festival in Southern California

Lip Smacking, Glass Clinking, Celebrity Watching, Swishing, Swirling, Mouth Watering Kind of Fun!

Wine & Food FESTIVAL

SHOWS & TICKETS:
www.worldofwineevents.com
 or 619-342-7337

SPONSORS:
 CookingLight, WORLD MARKET, W VIEJAS, BDTFC, UnionBank, SAN DIEGO COX

170 Wineries, Breweries, and Spirit Purveyors
 70 of San Diego's Top Restaurants
 Over 800 Wines
 Celebrity Chefs
 Big Bottle Auction
 Cooking & Wine Tasting Classes
 \$50,000 Chef of the Fest Competition

Produced by: The San Diego Tourism Promotion Board in partnership with San Diego Tourism Marketing District

Good Cheer - Ear To Ear
 Lip Smacking, Glass Clinking, Celebrity Watching, Swishing, Swirling, Mouth Watering Kind of Fun!

NOV 18-22
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Wine & Food FESTIVAL

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www.worldofwineevents.com
 or 619-342-7337

SPONSORS:
 CookingLight, World Market, W Viejias, Union Bank, San Diego Cox

2009 Public Relations Overview

The San Diego Bay Wine & Food Festival appeared in a number of features and articles leading up to the event resulting in over 560 million impressions. The following are a few highlights of this year's coverage:

- NBC 7/39 News Today on 10/15 featuring Michelle Metter and Chef Anthony Calamari
- NBC 7/39 News Today on 11/12 featuring Michelle Metter and Chef Scotty Wagner
- The CW: Weekend Edition on 11/15 featuring Michelle Metter and Chef Matt Gordon
- KZSW News Net News on 11/16 featuring winemakers from Wilson Creek Winery and South Coast Winery
- The CW San Diego Living on 11/19 featuring Chef Billy Strykowski**
- FOX 5 San Diego Morning News on 11/19 – 3 live segments featuring Michelle Metter and various wine and food demonstrations
- KUSI Morning News on 11/20/09 featuring Chef Bernard Guillas and Sommelier Lisa Redwine
- California Golf News & Travel Radio on 11/20 featuring Ken Loyst
- KUSI News at 10pm on 11/21 featuring Michelle Metter and footage from the Grand Tasting Event
- VinVillage Radio on 11/21 – live broadcasting from the Grand Tasting Event and interview with Chef Billy**
- NBC 7/39 on 11/21 featuring various exhibitors and interviews with people at the Grand Tasting Event
- San Diego News Network on 11/21 featuring various exhibitors at the Grand Event
- And countless others!

oMagazine articles featured in Westways, 944 Magazine, Signature LA Direct, FINE Homes & Living Magazine, San Diego Magazine, Dining Out Magazine, Gay & Lesbian Times, California Golf News & Travel, Life After 50, Ranch & Coast Magazine, Palm Springs Life, Pacific San Diego, San Diego Social, and many others!

oNewspaper articles featured in the Los Angeles Times, San Diego Union Tribune, North County Times, San Diego Downtown News, La Jolla Light, The Reader, San Diego CityBeat, Coast News, Del Mar Times, San Diego Daily Transcript, San Diego Uptown News, and more!

oOver 200 web-related postings including LocalWineEvents, 944.com, NBCSanDiego.com, SignOnSanDiego.com, Frommers.com, OCRegister.com, Yelp.com, About.com, eHow.com, SanDiego6.com, SeriousEats.com, NCTimes.com, OurCitySD.com, SanDiegoMagazine.com, SDNN.com, and others!

Total PR Impressions = 563,959,406



What They Are Saying: Sample Articles about the 2009 Festival

THE WEEKLY GUIDE NOVEMBER 12-19, 2009

NIGHT & DAY

2009 director destroys the planet - again
AS THE MOVIES

Everyday items turned-masterful sculptures
VISUAL ARTS

Cheers!

170 wineries, 70 restaurants,
San Diego Bay Wine & Food Festival
has a taste for every palate - UP FRONT

THE SAN DIEGO UNION-TRIBUNE

CurrentEvents

5 Worth the Drive

BY APRIL BILLET

Paul Harbor Day Trawl Train Expedition
December 5—Southern Californians journey by the 1960s aboard vintage steamtrain trawlers. Trawlers can start with period attire such as authentic military uniforms and vintage chullo sweaters or hats to suit the theme of the event. Free and Paul Harbor fishermen. Reservations required. Round trip between Los Angeles and San Diego. (714) 544-4922, marinertravel.com.

San Diego Bay Wine and Food Festival
November 19-20—Wine enthusiasts and foodies flock to San Diego for this culinary celebration. The event includes cooking classes and wine-tasting seminars taught by celebrity chefs, winemakers, and sommeliers and a tasting room with wineries, wine restaurants, and gourmet food companies. Various locations. San Diego. (619) 542-7327, worldwineweek.com.

John Force Holiday Car Show
December 6—NBA champion John Force hosts his popular holiday car show. Car enthusiasts can tour the race shop and museum, listen to live bands, and visit with Force and his team of four car drivers including daughters Kelley, Courtney and Brittany and other motorsports celebrities. Admission is free. \$10 suggested try to benefit the California Highway Patrol. (760) 6 for Help To Drive. John Force RaceStation, Yorba Linda (714) 676-1411, johnforceracing.com.

The Sustained Diaries
December 19-20—Adapted from David Souter's autobiographical novel, the one-man, one-city follow-up to an award-winning play that first ran at an off-Broadway theater in New York City. Directed by David Souter. Despite his cynicism, he finds glimmers in the Christmas spirit in a restaurant. (San Diego) who wants the most winter wonderland. This dose of holiday cheer is not recommended for children. New Village Arts Theatre, Carlsbad. (760) 433-3343, newvillagearts.com.

"The Power to Play—From Trash to Treasure"
Through December 31—in Africa, Asia, and the Americas, wonderful programs design their own playthings out of found and discarded items. Child and International Discovery, the Christian Children's Fund leads a large collection of these handcrafted toys, from which 140 examples will be on display—including a mobile made of bottle caps (pictured). These creations demonstrate that poverty, famine, and war are no match for a child's imagination. Museum of Science, Los Angeles. (213) 552-8402, museumofscience.com.

Wine & Food Festival

THE SAN DIEGO UNION-TRIBUNE

ORANGE

The wine and food festival is a celebration of the region's culinary and viticultural heritage. It features a variety of wine tastings, food demonstrations, and live music. The event is held at the historic San Diego Bay waterfront, providing a scenic backdrop for the festivities.

San Diego Bay Wine and Food Festival

The festival is a two-day event that brings together wine lovers, food enthusiasts, and music fans. It offers a wide range of wine samples from local and international wineries, along with gourmet food prepared by top chefs. Live music performances add to the festive atmosphere.

Bay

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NORTH COUNTY TIMES
November 5, 2009

Economy not hurting Bay Wine & Food Festival

By Michelle Mullen

San Diego Bay Wine and Food Festival organizers say the event is not being hurt by the economic downturn. In fact, they say, the festival is seeing a record number of attendees and is expected to be a major success.

The festival, which is held at the historic San Diego Bay waterfront, is a two-day event that brings together wine lovers, food enthusiasts, and music fans. It offers a wide range of wine samples from local and international wineries, along with gourmet food prepared by top chefs. Live music performances add to the festive atmosphere.

Organizers say that the festival is a great way for people to enjoy the outdoors and support local businesses. They also say that the festival is a great way to learn about wine and food. The festival is expected to be a major success, and organizers are looking forward to a great event.

SAN DIEGO UNION-TRIBUNE
November 22, 2009

'Wine heretic' lives for good food, drink

By Jennifer Davies

As he stood next to the entrance to the San Diego Bay Wine & Food Festival, John Alinger was in his element. Friends, acquaintances and former employees by to up to and to see the

Wine heretic lives for good food, drink

John Alinger, assistant corporate chef for Bread & Butter (shown) grilled subs made with the company's all-natural, hormone-free, corn-fed beef at the San Diego Bay Wine & Food Festival at Embarcadero Marina Park yesterday.

Wine heretic lives for good food, drink

John Alinger, assistant corporate chef for Bread & Butter (shown) grilled subs made with the company's all-natural, hormone-free, corn-fed beef at the San Diego Bay Wine & Food Festival at Embarcadero Marina Park yesterday.

SAN DIEGO DOWNTOWN NEWS
November 2009

Eat, Drink and be Merry

San Diego Bay Wine & Food Festival a multitude of opportunities to those who relish the finer side of food and drink

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FINE
HOTELS AND RESORTS

FALL FESTIVALS

SAN DIEGO BAY WINE AND FOOD FESTIVAL

FEATURE: REDISCOVERING ROOTS IN OLD TOWN

MICHAEL CITRIN
619.486.8277
Preview to page 22 & 23

PREVIOUS

SAN DIEGO BAY WINE & FOOD FESTIVAL

San Diego Bay Wine & Food Festival is a two-day event that brings together wine lovers, food enthusiasts, and music fans. It offers a wide range of wine samples from local and international wineries, along with gourmet food prepared by top chefs. Live music performances add to the festive atmosphere.

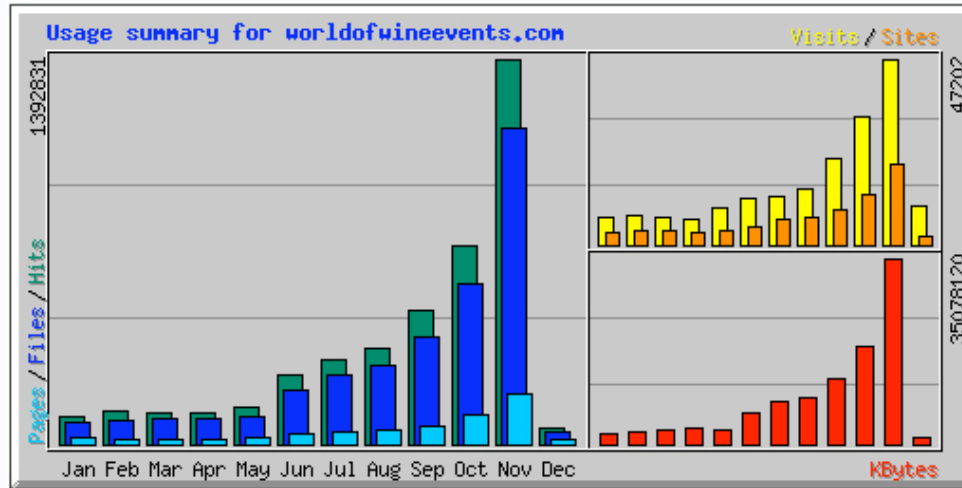
The festival is a celebration of the region's culinary and viticultural heritage. It features a variety of wine tastings, food demonstrations, and live music. The event is held at the historic San Diego Bay waterfront, providing a scenic backdrop for the festivities.

Over 4 Million Web Hits

Usage Statistics for worldofwineevents.com

Summary Period: Last 12 Months

2009 Web Hits by Month



Summary by Month

Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Dec 2009	4222	2997	1219	708	2207	1375542	9922	17075	41958	59117
Nov 2009	46427	38005	6076	1573	20606	35078120	47202	182297	1140167	1392831
Oct 2009	23229	18794	3369	1056	12955	18373530	32738	104456	582627	720116
Sep 2009	16107	12874	2250	724	9139	12290359	21726	67528	386221	483236
Aug 2009	11281	9217	1591	455	7157	8817382	14135	49331	285740	349740
Jul 2009	9949	8067	1416	402	6417	7976115	12481	43915	250081	308447
Jun 2009	8378	6486	1246	387	4511	5915954	11628	37395	194596	251369
May 2009	4207	3288	710	306	3391	2838692	9489	22011	101953	130417
Apr 2009	3676	2992	649	222	3325	2895209	6672	19470	89766	110281
Mar 2009	3623	2900	626	228	3583	2700378	7068	19427	89917	112331
Feb 2009	4410	3002	695	261	3488	2224395	7314	19478	84065	123499
Jan 2009	3138	2530	666	226	2981	2010208	7017	20676	78441	97285
Totals						102495884	187392	603059	3325532	4138669

2009 Event Impressions

- 9,000 Festival Attendees over the event's five days
- 77,349,807 Advertising & Marketing Collateral Impressions
- 563,959,406 PR Impressions
- 2009 Festival Program Advertisement (8,000 Programs)
- Annual Festival Web Hits totaling 4,138,669



Total of 645,456,882 Impressions



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

On-Site Sponsor Banners

Thank You to our Sponsors

Patron Sponsors: COX SAN DIEGO magazine, UnionBank, SDTPC, W, VIEJAS

Gold Sponsors: ACQUA PANNA, K&L, S.PELLEGRINO, Macy's, GRAHAM DOWNES ARCHITECTURE, imbibE, Marriott, DINGOUT, Westfield, WineStreets, BIKES AND BEERS, Vine & Times, WineStreets

Silver Sponsors: ALANAS, WOLF, MACALLAN, AMERIK CANTIERE, DICK, BLACK BOX, Chef Works, San Diego, FLEMING'S, GAST, JOLIDGE, RONI, QRV

Get Modern and Creative with Seafood
featuring Chef Billy Strykowski

Thurs Nov 19

Sponsored By: **CookingLight**

Chef Billy Strykowski

Thank You to our Sponsors

Patron Sponsors: COX SAN DIEGO magazine, UnionBank, SDTPC, W, VIEJAS

Gold Sponsors: ACQUA PANNA, K&L, S.PELLEGRINO, WineStreets, Westfield, imbibE, MARYLENE, GARDNER ARCHITECTURE, MARYLENE, K&L, MACALLAN, San Diego, BIKES AND BEERS, Vine & Times, WineStreets, BIKES AND BEERS, WineStreets

Silver Sponsors: ALANAS, WOLF, MACALLAN, AMERIK CANTIERE, DICK, BLACK BOX, Chef Works, San Diego, FLEMING'S, GAST, JOLIDGE, RONI, QRV

Celebrity Chef Luncheon @ Marriott

Celebrity Chef Luncheon & AIWF Big Bottle Live Auction

Sun Nov 22






Sponsored By: MACALLAN, VIEJAS, AMERIK CANTIERE, DICK, BLACK BOX, Chef Works, San Diego, FLEMING'S, GAST, JOLIDGE, RONI, QRV

Thank You To Our Participating Wineries: BOUJARA, QUINTESSA, SPRING MOUNTAIN, JUSTIN, CUISAISON, Rubicon Estate, JUSTIN, SERRANO

Reserve Tasting

Sponsors: W SAN DIEGO, WORLD MARKET, VIEJAS, TOMMY BAHAMA, CUPCAKE LOVE, KERRUCOLO, STELLA ARTOIS, COFFEE, GARDNER ARCHITECTURE, S.PELLEGRINO, ACQUA PANNA, Dances de Danse

Tommy Bahama VIP Party

Sponsors: SAN DIEGO, imbibE, W SAN DIEGO, TOMMY BAHAMA ULTRA PREMIUM RUM, CHEF WORKS, DINGOUT

Totally Truffles
featuring Chef Gary Thompson

Thurs Nov 19

Sponsored By: **VIEJAS**

Chef Gary Thompson

Robert Mondavi Private Selection Wine & Food Pairing
featuring Chef Paul Spaccatini

Fri Nov 20

Sponsored By: **ROBERT MONDAVI DISCOVER WINE**

Chef Paul Spaccatini

Wine Rave

Sponsors: Sophie Rove Kxyx 96.5, W SAN DIEGO, SOPHIE @ 103.7, STELLA ARTOIS

Chef of the Fest

Sponsors: CookingLight, SAN DIEGO magazine, W, DINGOUT, CHEF WORKS, DICK, WOLF, MACALLAN, STELLA ARTOIS

Silent Auction

Benefiting AIWF Culinary & Enology Scholarships

Bid It's Are Required Auction Closes Promptly at 8:45 pm

AIWF

Gigar Lounge

Sponsor: [Logo]

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2010 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 (SOLD)
- 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 (SOLD)

- VIP Welcome Line Sponsor
- Bag Sponsor
- Official Champagne
- Martini Bar Sponsor
- Bloody Mary Bar Sponsor
- Official Coffee Sponsor
- Chef Jacket Sponsor (SOLD)
- 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 Bag

ADDITIONAL OPPORTUNITIES

- Exhibit Space
- Program Advertising
- Website Advertising

CORPORATE CABANAS

- Grand Event Corporate Cabanas & Ticket Package

Contact Information:

With so many events and sponsorships available at the San Diego Bay Wine & Food Festival, your marketing opportunities are endless. We look forward to building a custom sponsorship for you to help meet your needs.

For details call:

Michelle Metter

858-578-9463 or email metter@fastforwardevents.com