



**LA | 20th Anniversary WINEFEST<sup>SM</sup>**  
AN EXPLORATION OF TASTE

**Harry Bridges Memorial Park  
@ The Queen Mary  
Long Beach, CA**

**Saturday, May 31<sup>st</sup> 2025 / 2pm - 6pm**

**Sunday, June 1<sup>st</sup>, 2025 / 1pm - 5pm**



***2025 Sponsorship Opportunities***

LA WineFest will celebrate its 20th anniversary in June 2025. This popular event blazed a trail in LA to bring wine and wine lovers together in a fun, inviting and accessible way. Now a local institution, we're known to deliver a sun-kissed event that balances fun, exploration and education for over 8,000+ guests each year. We are also proud to have introduced our event to wine lovers in Rancho Mirage, Santa Clarita, Orange County, and Hollywood at various fests throughout the years.



## ABOUT LAWINEFEST

LA WineFest was founded in 2006 by Dr. Joel M. Fisher, PhD after his countless years of traveling, writing, and educating the public about wine. In 2020, Dr. Fisher passed the reigns to Scherr Lillico, who had served as Fest Director for over 13 years. Ms. Lillico is a seasoned event producer with hundreds of black tie galas, concerts, golf tournaments and other events to her credit for over 30 years. She continues to expand Dr. Fisher's dream of introducing wines of the world to the general public - one taste at a time!



### WHAT'S INSIDE

- 1 ABOUT LAWINEFEST
- 2 LOCATION
- 3 FEST INFORMATION
- 4 DEMOGRAPHICS
- 5 FEST PICTURES
- 6 WHY BECOME A SPONSOR
- 7 THE GARDEN
- 8 CURRENT & PAST SPONSORS
- 9 MEDIA EXPOSURE
- 10 CHARITY BENEFICIARY
- 11 SPONSORSHIP LEVELS
- 12 UNDERWRITING OPPORTUNITIES
- 13 CONTACT US



# THE SETTING

The Harry Bridges Memorial Park in the Long Beach Harbor Area will welcome the 20th Annual LAWineFest back to its iconic location by The Queen Mary in 2025. The park is located on the Pier J waterfront facing Downtown Long Beach. The site was part of the parkland mitigation for the development of the Aquarium of the Pacific and Rainbow Harbor.

## *Harry Bridges Memorial Park*

From eclectic neighborhoods to sandy beaches, Long Beach is an urban seaside playground 22 miles south of downtown Los Angeles. Long Beach boasts a major airport, the 2<sup>nd</sup> busiest seaport in the U.S., the LA Metro Blue Rail, and extensive ground transportation options.



## VIBRANT LOCATION

On the beautiful waterfront, with strong support from the City of Long Beach and other organizations.

## CROWD

Historically 8000-9000 attendees over the two day event. Diverse crowd, strong millennial presence with proven purchasing power.

# 2025 LAWINEFEST THE 20TH YEAR OF LA'S SIGNATURE TASTING EVENT

## LIFESTYLE EXHIBITORS

Carefully curated artisan goods & gourmet items for sale with limitations on quantity from each product type.

## FOOD & GOODIES

Hip food trucks & restaurants selling meals, snacks & treats to enjoy while attending the fest.

## TASTINGS

California and International Wineries, Artisan Breweries and Ciders represented. Premium & boutique wineries with limited production also showcased. Online sales of products & club memberships allowed and encouraged.





## THE VIBE / SCENE

### DEMOGRAPHICS

- Age Range: 21-75
- 52% Female / 48% Male
- Avg HHI: \$125K
- 79% College Educated
- 70% are from LA County,
- 30% are from outside LA, including Orange County, San Diego, and beyond.

### PSYCHOGRAPHICS

- Makes annual travel plans
  - Loves to shop, dine & drink out
- Entertains at home often
- Is socially & environmentally conscious
  - lives in the 20th most diverse city in America





# LA 20th Anniversary WINEFEST<sup>SM</sup>

AN EXPLORATION OF TASTE





# WHY BECOME A SPONSOR?

## A UNIQUE MARKETING OPPORTUNITY

The LAWineFest will provide exceptional exposure for their sponsors through a wide variety of media advertising, press coverage, email marketing, website exposure, social media and on-site event visibility. Our upper echelon event attracts thousands of high demographic food and wine lovers that appreciate and can afford not only fine wines but also all the finer things in life.

## IMAGE BRANDING

Image branding is high profile penetration in a prestigious environment that truly sends the “right” message about your brand of community involvement, support for a worthy charity and a popular local event in one of America’s most successful counties (A portion of net proceeds benefits local charities.)







# THE GARDEN

In 2015 we introduced the Boutique Garden to showcase wineries with limited production (under 2,000 cases per year). In 2023 we expanded the garden to include a few premium wines, and in 2024 incorporated additional premium wine pours, 'tasty bites' and more shade and seating. When an attendee purchases this special ticket for the 20th Anniversary Fest (limited to 500 each day), they are treated to a baker's dozen of Boutique wines, a few high-end wines from Napa and other growing regions, plus an assortment of tasty nibbles and charcuterie to enjoy with your special wine tastes. Guests can take a break from the general area, pick up their special Garden tasting glass, and relax under market umbrellas to break the summer sun - and know that a portion of their ticket benefits the chosen charity.

*As a sponsor of "The Garden," your logo will be included on the special tasting glass and napkins, as well as signage at entry; and special advance promotions.*







Beverly Hills BMW  
A Sonic Automotive Dealership



LAND ROVER  
PUENTE HILLS



DEFENDER



THE QUEEN MARY



TOSSWARE

# CURRENT & PAST SPONSORS



UBER



PERFECT  
HYDRATION



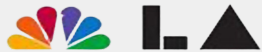
ROBERT MONDAVI  
DISCOVERWINE



CAMBOZOLA

# EVENT MEDIA EXPOSURE

## TELEVISION



## RADIO



## PRINT



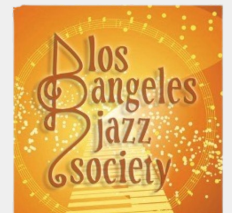


# CHARITY BENEFICIARY

*LAWineFest is proud to donate a portion of the event proceeds to one or two hand-picked charities each year.*

*Our 2025 beneficiaries will be announced soon.*

*Previous charities have included:*



# SPONSORSHIP LEVELS

Included Benefits	Presenting/ Grand Cru \$30K	Premier Cru \$20k	Grand Vin \$10K	Amis du Vins \$5K
<b>Display Space for Featured Product/ Service</b>	Presence on the event floor; size TBD	1 display space on event floor – sq ft TBD given nature of activation	Double booth (20x10) - premium location	1 10x10 booth in premium location
<b>Event Ticket Allocation</b>	30 VIP tickets for both Saturday & Sunday, 60 total for weekend	20 tickets for both Saturday & Sunday, 40 total for weekend	10 tickets for both Saturday & Sunday, 20 total for weekend	6 tickets for both Saturday & Sunday, 12 total for weekend
<b>Social Media Presence</b> (on scheduled basis in months prior & post event; e-blasts to LAWineFest subscriber base)	2 dedicated eblasts – 1 before & after event ~ 5 branded Facebook & Instagram posts	1 dedicated eblast  3 branded Facebook & Instagram posts	1 dedicated eblast  3 brand mentions in Facebook & Instagram posts	1 brand mention in Facebook & Instagram posts
<b>Name/Logo Placement:</b> event posters, post cards/fliers, website, banners, media outreach and event press releases	Premium placement as presenting sponsor in all / exclusivity in service/product field  Opportunity to have logo on all Fest glasses	Preferred placement  Exclusivity in service/product field	Preferred placement	Standard placement
<b>Event Program Ad Space</b>	Inside or back cover color ad	Two full-page color ad	One full-page color ad	One full-page color
<b>Reserved Parking Spaces</b>	3 per day	2 per day	1 per day	N/A

*\*All sponsors will be given the opportunity to participate in our 20<sup>th</sup> Anniversary promotions with 20 items to be used in advance or on site for promos*



# SPONSORSHIP / UNDERWRITING

Included Benefits	VIP Garden Host \$20k	Stage Host \$10K	Sunday Host \$7,5K + 20 promotional items*
<b>Display Space for Featured Product/ Service</b>	(1) Priority 10x10 booth on the event floor	(1) 10x10 booth on the event floor	(1) 10x10 booth on the event floor
<b>Event Ticket Allocation</b>	(20) tickets each for Saturday & Sunday, (40) total for weekend	(10) tickets each for Saturday & Sunday, ( 20) total for weekend	(10) Tickets for Sunday
<b>Social Media Presence</b> (on scheduled basis in months prior & post event; e-blasts to LAWineFest subscriber bast)	(1) Dedicated eblast (2) Branded Facebook & Instagram posts	(2) Brand mentions in Facebook & Instagram posts (1) Branded Facebook & Instagram posts	(2) Brand mentions in Facebook & Instagram posts and email blasts regarding Sunday promos
<b>Name/Logo Placement:</b> event posters, post cards/fliers, website, banners, media outreach and event press releases	Logo included on 1,000 VIP wineglasses Signage at Garden entry Inclusion in fest banners	Signage on stage and inclusion in fest banners	Special welcome banner signage & inclusion on Fest banners
<b>Event Program Ad Space</b>	One full-page color ad	One full-page color ad	One half-page color ad
<b>Reserved Parking Spaces</b>	2 per day	1 per day	1 for Sunday

## \*Day Host Promotional items

In honor of this being the 20<sup>th</sup> Anniversary of LAWineFest, we will be doing special promotions, contests, and giveaways to our ticketed guests. We are asking each “day host “to donate 20 promotional items for the contests, giveaways, and promotions.

# THANK YOU

We look forward to welcoming you to our 20th Anniversary celebration!

*For additional sponsorship information, or to discuss a custom sponsorship package for LA WineFest, please contact:*

Scherr Lillico, CEO / Fest Director

818-994-4661

[scherr@LAWineFest.com](mailto:scherr@LAWineFest.com)