



MAY 31 - JUNE 1  
2025

Harry Bridges Memorial Park  
Long Beach, CA



**2025 LIFESTYLE EXHIBITOR INFORMATION**

LAWineFest will celebrate it's 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

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



LAWineFest 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!



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## THE SETTING

The Harry Bridges Memorial Park in the Long Beach Harbor Area will welcome the 20th Annual LA WineFest 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.



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

## 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.

## 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.

## 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.

## 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





# 20th Anniversary

## LA WINEFEST<sup>SM</sup>

AN EXPLORATION OF TASTE





Beverly Hills BMW  
A Sonic Automotive Dealership



LAND ROVER  
PUENTE HILLS



THE QUEEN MARY.



Better Everyday



DEFENDER

TOSSWARE

UBER



# CURRENT & PAST SPONSORS



PERFECT  
HYDRATION



CAMBOZOLA



# EVENT MEDIA EXPOSURE

## TELEVISION



## RADIO



## PRINT



THE BEST OF LA





# 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:*



“

*An amazing weekend at LA WineFest. We have attended 4 years and each year is bigger and better than the year before.*

*-Smokin Crackers*

“

*I had a BLAST last weekend! I LOVED my spot too! 😊 See you next year.*

*-Sisi Cakes*

“

*Just want to thank you all for that incredible event! I had so much fun as a vendor, met so many new people and everyone working there was so on top of it and amazing. Wonderful job!*

*-Apevine Wines*

## LIFESTYLE EXHIBITOR REGISTRATION RATES

**Everyone receives:**

10 x 10 display space | Table, chair & linens | White garden umbrella (unless you are bringing your own pop tent) | Table signage | Listing in program & website | General support - to help with load-in/out, keep area clean | 3 exhibitor badges per paid exhibit space | Health department paperwork management & submission, if sampling.

**Note:** If you are sampling, the additional fee is a straight pass-through to the Health Department. Specialized rentals mandated by Health Department will be an additional fee. LA WineFest is committed to working with you to determine full fees incurred and to help minimize your out-of-pocket expenses.

**\*Premium Space:** Exhibitors selecting this option can choose a high-traffic placement in the general footprint of the fest. Choices will be presented based on availability. There are a limited number of spaces available. Once sold-out, this option closes.

Deadline/Registration & Payment Schedule	Basic	Premium*
Fast Reflexes Registration (by 12/2/24)	\$525	\$600
Early-Bird Registration (by 1/31/25)	\$600	\$675
Advanced Registration (by 3/31/25)	\$650	\$725
Standard Registration (by 5/16/25)	\$750	\$850
2023-2024 Return Loyalty Discount (until 3/31/25)	10%	10%

## ADDITIONAL REGISTRATION RATES (CONT'D)

**Printed Program:** An opportunity to place an ad and 'go home' with all Festgoers with your desired marketing image - product details, coupons, order info - Includes listing of all exhibitors, wineries, sponsors, and handed out to guests attending Fest, trim size is 4.25" wide x 10" tall.

Add-Ons	Price	Details
Electrical Outlets (110v)	\$150 each	<i>Some restrictions - please detail usage needs</i>
1/4 page program ad (B&W)	\$200	3.75" wide x 2.37" tall
1/2 page program ad (color)	\$400	3.75" wide x 4.75" tall
Full page program ad (color)	\$750	3.75" wide x 9.5" tall <i>Bleed ok (4.25" x 10")</i>
Add'l exhibitor badges	\$40 each	Single day use
Add'l GA Tickets	\$50 each	Single day use

# THANK YOU!

*For additional beverage questions, please contact either:*

**Scherr Lillico, CEO / Fest Director**

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or

**Chris Contopulos / Fest Coordinator**

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