

January 2020



Dear Friend of the Salinas Valley Food & Wine Festival,

The Salinas Valley Food & Wine Festival is the only large-scale event dedicated to increasing the popularity of locally crafted food and wine while also celebrating a food and wine culture specific to the Salinas Valley.

With the support of generous organizations like yours, the Festival grows our unique food & wine culture - while raising funds to support worthwhile and important community nonprofit organizations.

The 10th annual Salinas Valley Food & Wine Festival will be held on Saturday, August 8th, 2020, with other complimentary dinners and mixers leading up to this main event. We are asking you to support the Festival through sponsorship.

Enclosed you will find full details including our special offerings to sponsors. Please complete the digital sponsorship commitment form at <https://goo.gl/forms/W2v7t6RSSVBYkVYu1>. Should you have any questions, please contact our Director of Sponsorships, Steve McShane, directly: (831) 970-4141 or steve@mcsphaneslandscape.com.

We have much to be proud of here in the Salinas Valley and we appreciate the opportunity to partner with you in showcasing our community. The success of the 2020 Festival will be made possible by your support and contributions.

10th Annual
**Salinas Valley
Food & Wine Festival**
Saturday, August 8th, 2020
Oldtown Salinas @ Salinas City Center
Sponsor Commitment Form:
<https://goo.gl/forms/W2v7t6RSSVBYkVYu1>

Gratefully,

Joel Panzer
Event Chair 2020

Steve McShane
Director of Sponsorships 2020

SalinasValleyFoodandWine.com

Oldtown Salinas Foundation Attn: SVFW | P.O. Box 2325 | Salinas, CA 93902
Event Manager 2020: salinasvalleyfoodandwine@gmail.com | (831) 320-8831
501(c)3 #77-0552946

Celebrating

10 Years

salinas valley

FOOD & WINE festival



salinas valley

FOOD & WINE festival

10th Annual

Sat, August 8th, 2020

Oldtown Salinas

@ Salinas City Center



SalinasValleyFoodandWine.com www.magopenmedia.com 2019

The Salinas Valley Food & Wine Festival is the only

large-scale event dedicated to increasing the popularity of locally grown and crafted food and wine, while raising funds to support worthwhile and important community nonprofit organizations.

With the support of generous sponsor organizations, the Festival brings our community together to experience and celebrate the unique food & wine culture of the Salinas Valley.

Sponsor Commitment Form: <https://goo.gl/forms/W2v7t6RSSVBYkVVu1>

Festival Snapshots



Up to 2,500 ticket holders, plus thousands more partaking in free activities.

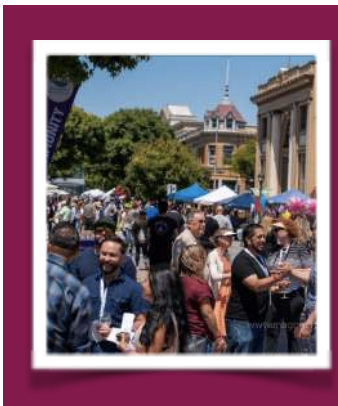


Nearly 30 wineries with hundreds of varieties to sample.



Over 20 chefs, restaurants, and produce companies providing their best tastings.

AND MORE!



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10th Annual

AUGUST 2020

Oldtown Salinas
@ Salinas City Center

SalinasValleyFoodandWine.com

Please complete the commitment form and learn how
to submit payment by visiting this link:

<https://goo.gl/forms/W2v7t6RSSVBYkVYu1>

Sponsorship Levels 2020

Presenting

\$10K Cash* | \$20K InKind

- (30) Sponsor Event Tickets
 - Logo on Event Program
 - Logo with link on Event Website
- Additional CASH Sponsor benefits:
- 10x10 exhibitor booth w/banners
 - Logo integration on Festival publicity
 - Presenting reference on Festival publicity
 - Banner in Sponsor's Area



Banner Display

\$5K Cash* | N/A InKind

- (15) Sponsor Event Tickets
- Logo on Event Program
- Logo on Event Website
- Up to (2) banners displayed in prominent areas of Festival footprint or Sponsor's Area

Platinum

\$1K Cash* | \$2K InKind

- (3) Event Tickets
- Mention on Event Program
- Logo on Event Website

Gold

\$500 Cash | \$1K InKind

- (2) Sponsor Event Tickets
- Mention on Event Program
- Mention on Event Website

Chef Demo or Chef Dual Demo

\$7K Cash* | N/A InKind

- (20) Sponsor Event Tickets
- Logo on Event Program
- Logo on Event Website
- Banner displayed on Chef's Tent
- Recognition on Festival publicity as "Chef Demo Sponsored by <your company>"



Lead

\$5K Cash* | \$10K InKind

- (15) Sponsor Event Tickets
- Logo on Event Program
- Logo on Event Website

Silver

\$250 Cash | \$500 InKind

- (1) Sponsor Event Tickets
- Mention on Event Program
- Mention on Event Website

Diamond

\$2500 Cash* | \$5K InKind

- (8) Sponsor Event Tickets
- Logo on Event Program
- Logo on Event Website

CONTACT

Event Manager, Angela Reed @
(831) 320-8831 OR
salinasvalleyfoodandwine@gmail.com

*Additional Benefit:

CASH sponsors at the Platinum Level and above may select to host a special lounging area at the Festival. You will be provided 10x20 tent with banners and specially reserved furnishings from Goodwill.

ALL sponsor levels are eligible to purchase additional tickets for friends and family for the Sponsor's Area.

Customizable CASH Sponsorships:

We will customize a sponsorship package to meet your needs. The Festival is seeking sponsors for the following needs and special events.

- | | |
|-----------------|--------------------|
| Highway signage | Winemaker's Dinner |
| T-shirts | Kick-Off Event |
| Lanyards | Wine Lunch & Tour |
| Wine Yokes | Festival Main Tent |

CONTACT Angela for more info: (831) 320-8831

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