

# PALM DESERT FOOD & WINE

PRESENTED BY  
AGUA CALIENTE CASINO RESORT SPA  
MARCH 23-25, 2018

A PALMSPRINGSLIFE EVENT



**SPONSORSHIP OPPORTUNITY**



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PRESENTED BY  
AGUA CALIENTE CASINO RESORT SPA  
MARCH 23-25, 2018

We are proud to announce the eighth annual Palm Desert Food & Wine™ – March 23-25, 2018. This event is organized by *Palm Springs Life*, California's Prestige Magazine. The weekend takes place at The Gardens on El Paseo, in Palm Desert's exclusive El Paseo shopping district.



## A WEEKEND OF FOOD & WINE

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Palm Desert Food & Wine offers the finest cuisine available throughout the state of California from more than 50 award-winning restaurants and their renowned chefs. Attendees will experience celebrity chef demonstrations, many conducted by James Beard Award winners, and premium wines and champagnes from the far reaches of the globe.

This stellar event is unique in that each restaurant provides its menu in advance, allowing the festival's team of experts and sommeliers to specifically pair varietals or vintages that most complement the cuisine.





# THE OPPORTUNITY

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Palm Desert Food & Wine is a unique marketing opportunity to showcase your company among the top culinary, wine, and food service brands from around the world. The event is built around an integrated program that incorporates print, radio, social media, TV, internet, and direct mail advertising, as well as a vigorous public relations media campaign.





## TIMING

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Palm Desert Food & Wine and Fashion Week El Paseo are strategically placed before two of the nation's top sporting events to capture attendees who are coming from all over the United States, Canada, and Europe, in addition to the full- and part-time residents of the Coachella Valley:

- The BNP Paribas Open tennis tournament
- The ANA Inspiration golf tournament



## THE LOCATION

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Palm Desert Food & Wine takes place on the street of El Paseo — one of the West Coast’s premier shopping, dining, and tourism destinations. El Paseo and neighboring Palm Desert restaurants offer both classic and contemporary cuisine. El Paseo is home to more than 20 casual and fine dining establishments, such as:

- Armando’s Bar & Grill
- Café des Beaux-Arts
- California Pizza Kitchen
- Daily Grill
- Il Corso
- Jillian’s
- Le Paon
- Mastro’s Steakhouse
- Mitch’s on El Paseo
- Pacifica Seafood Restaurant
- Ristorante Mamma Gina
- Sullivan’s Steakhouse
- Tommy Bahama Restaurant and Bar
- The Venue Sushi Bar & Sake Lounge
- WP Kitchen + Bar
- Wilma & Freida



## DEMOGRAPHICS & ATTENDEES

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The readers of *Palm Springs Life*, many of whom attend Palm Desert Food & Wine and Fashion Week El Paseo, are an extremely desirable group of consumers. During the week of these events, El Paseo experiences more than 25,000 visitors to the street. Hundreds of thousands more are exposed to information about the events and their sponsors through an intensive advertising, public relations, and word-of-mouth program.

- 66% live in the affluent enclaves of Southern California
- 34% live in luxury markets nationwide
- The average household income is \$373,800
- Their average net worth is \$3,040,000
- The average age of the attendees is 35–60

In 2017, we welcomed more than 4,530 attendees at Palm Desert Food & Wine.

# 2017 SPONSORS

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PRESENTING

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WELCOMING

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PALM DESERT

OFFICIAL AUTOMOTIVE SPONSOR

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SPONSORS AND PARTNERS

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## CHARITABLE GIVING

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Palm Desert Food & Wine celebrates what's hot in the food and wine industries while supporting culinary nonprofit organizations. The event supports the Friends of the James Beard Foundation, and the FIND Food Bank.



# NAMING SPONSORSHIP

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## PRE EVENT

- Included in all public relations efforts. Value: \$1,000
- Logo/name included on marketing print collateral (San Diego, Los Angeles, Orange County, etc.)  
Value: \$10,000
- One full page ad in the 2018 Food & Wine Official Program (25,000 copies plus 10,000 stand alone copies)  
Value: \$7,405
- Logo/link on Food & Wine Festival website for one year. Value: \$2,000
- Logo/name on Food & Wine Festival ads in the September 2017 through March 2018 issues of *Palm Springs Life* and/or *The Guide*. Value: \$10,000

## ON SITE

- Signage in your naming right area. Value: \$5,000
- Logo on all video screens in the tents at every event. Value: \$3,000
- Logo on daily programs. Value: \$1,000
- Product placement opportunity in the James Beard Luncheon gift bag for approximately 300 attendees.  
Value: \$3,000
- Logo printed on home printed Food & Wine Festival tickets. Value: \$1,500
- A 60 second provided video will run on the video screens all three days of Food & Wine Festival. Value: \$2,000

## HOSPITALITY

- You will receive 12 VIP tickets to the Food & Wine Festival - Saturday (6) and Sunday (6) and (4) to the Food & Wine luncheon. Value: \$3,840

## POST EVENT AND MORE

- Name on full color recap ad in July *Palm Springs Life*. Value: \$1,000
- Recap 60 days after conclusion of event. Value: \$1,000

# NAMING SPONSORSHIP

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## ONLINE ADVERTISING

- Logo/link on PalmDesertFoodandWine.com and listing in sponsor for one year. Value: \$2,000
- One (1) online advertorial under the appropriate tab on palmspringslife.com for one month. Approximately 50,000 impressions per send. Value: \$3,000

## SOCIAL MEDIA

- Inclusion on all social media posts. Includes two to three (2 - 3) guaranteed dedicated posts. Value: \$1,500

## RENEWAL

Sponsor will have the right of first refusal for the Naming sponsorship of the Palm Desert Food & Wine Festival 2019. This right must be exercised in writing no later than August 1, 2018. Until the right is exercised, sponsor has no sponsorship obligation for the Palm Desert Food & Wine Festival 2018.

**TOTAL VALUE: \$58,245**

## FEE

For the rights accorded the Tent Naming Sponsor (Reception, Grand Tasting, Demo) of the Palm Desert Food & Wine Festival 2018 we require a sponsorship fee of Twenty-Five Thousand Dollars (\$25,000.) The fee is due in full on or before February 1, 2018.

# CULINARY SPONSORSHIP

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## PRE EVENT

- Included in all public relations efforts. Value: \$1,000
- Logo/name included on marketing print collateral (San Diego, Los Angeles, Orange County, etc.) Value: \$10,000
- One full page ad in the 2018 Food & Wine Official Program (25,000 copies plus 10,000 stand alone copies). Value: \$7,405
- Logo/link on Food & Wine Festival website for one year. Value: \$2,000
- Logo/name on Food & Wine Festival ads in the September 2017 through March 2018 issues of *Palm Springs Life* and/or *The Guide*. Value: \$10,000

## ON SITE

- Logo on all video screens in the tents at every event. Value: \$3,000
- Logo on daily programs. Value: \$1,000
- Product placement opportunity in the James Beard Luncheon gift bag for approximately 300 attendees. Value: \$3,000
- Logo printed on home printed Food & Wine Festival tickets. Value: \$1,500
- A 60 second provided video will run on the video screens all three days of Food & Wine Festival. Value: \$2,000

## HOSPITALITY

- You will receive 12 VIP tickets to the Food & Wine Festival - Saturday (6) and Sunday (6) and (4) to the Food & Wine luncheon. Value: \$3,840

## POST EVENT AND MORE

- Name on full color recap ad in July *Palm Springs Life*. Value: \$1,000
- Recap 60 days after conclusion of event. Value: \$1,000

# CULINARY SPONSORSHIP

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## ONLINE ADVERTISING

- Logo/link on PalmDesertFoodandWine.com and listing in sponsor for one year. Value: \$2,000
- One (1) online advertorial under the appropriate tab on palmspringslife.com for one month. Approximately 50,000 impressions per send. Value: \$3,000

## SOCIAL MEDIA

- Inclusion on all social media posts. Includes two to three (2 - 3) guaranteed dedicated posts. Value: \$1,500

**TOTAL VALUE: \$53,245**

## FEE

For the rights accorded the Culinary Sponsor of the Palm Desert Food & Wine Festival 2018 we require a sponsorship fee of Twenty-Five Thousand Dollars (\$25,000.) The fee is due in full on or before February 1, 2018.

# GARDEN NAMING SPONSORSHIP

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## PRE EVENT

- Included in all public relations efforts. Value: \$1,000
- Logo/name included on marketing print collateral (San Diego, Los Angeles, Orange County, etc.) Value: \$10,000
- One full page ad in the 2018 Food & Wine Official Program (25,000 copies plus 10,000 stand alone copies) Value: \$7,405
- Logo/link on Food & Wine Festival website for one year. Value: \$2,000
- Logo/name on Food & Wine Festival ads in the September 2017 through March 2018 issues of *Palm Springs Life* and/or *The Guide*. Value: \$10,000

## ON SITE

- Signage in your naming right area. Value: \$5,000
- Logo on all video screens in the tents at every event. Value: \$3,000
- Logo on daily programs. Value: \$1,000
- A 60 second provided video will run on the video screens all three days of Food & Wine Festival. Value: \$2,000

## HOSPITALITY

- You will receive 8 VIP tickets to the Food & Wine Festival - Saturday (4) and Sunday (4) and (2) to the Food & Wine luncheon. Value: \$1,380

## POST EVENT AND MORE

- Name on full color recap ad in July *Palm Springs Life*. Value: \$1,000
- Recap 60 days after conclusion of event. Value: \$1,000

## ONLINE ADVERTISING

- Logo/link on PalmDesertFoodandWine.com and listing in sponsor for one year. Value: \$2,000

## RENEWAL

Sponsor will have the right of first refusal for the Garden Naming sponsorship of the Palm Desert Food & Wine Festival 2019. This right must be exercised in writing no later than August 1, 2018. Until the right is exercised, sponsor has no sponsorship obligation for the Palm Desert Food & Wine Festival 2018.

## TOTAL VALUE: \$46,785

## FEE

For the rights accorded the Garden Naming Sponsor of the Palm Desert Food & Wine Festival 2018 we require a sponsorship fee of Fifteen Thousand Dollars (\$15,000.) The fee is due in full on or before February 1, 2018.

# RESERVE SPONSORSHIP

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## PRE EVENT

- Included in all public relations efforts. Value: \$1,000
- Logo/name included on marketing print collateral (San Diego, Los Angeles, Orange County, etc.) Value: \$10,000
- One full page ad in the 2018 Food & Wine Official Program (25,000 copies plus 10,000 stand alone copies) Value: \$7,405
- Logo/link on Food & Wine Festival website for one year. Value: \$2,000
- Logo/name on Food & Wine Festival ads in the September 2017 through March 2018 issues of *Palm Springs Life* and/or *The Guide*. Value: \$10,000

## ON SITE

- Logo on all video screens in the tents at every event. Value: \$3,000
- Logo on daily programs. Value: \$1,000
- A 60 second provided video will run on the video screens all three days of Food & Wine Festival. Value: \$2,000

## HOSPITALITY

- You will receive 8 VIP tickets to the Food & Wine Festival - Saturday (4) and Sunday (4) and (2) to the Food & Wine luncheon. Value: \$1,380

## POST EVENT AND MORE

- Name on full color recap ad in July *Palm Springs Life*. Value: \$1,000
- Recap 60 days after conclusion of event. Value: \$1,000

## ONLINE ADVERTISING

- Logo/link on PalmDesertFoodandWine.com and listing in sponsor for one year. Value: \$2000

**TOTAL VALUE: \$41,785**

## FEE

For the rights accorded the Reserve Sponsor of the Palm Desert Food & Wine Festival 2018 we require a sponsorship fee of Ten Thousand Dollars (\$10,000.) The fee is due in full on or before February 1, 2018.

# ALDENTE SPONSORSHIP

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## PRE EVENT

- One 1/2 page ad in the 2018 Food & Wine Official Program (25,000 copies plus 10,000 stand alone copies). Value: \$3,700
- Logo/link on Food & Wine Festival website for one year. Value: \$2,000

## ON SITE

- Logo on all video screens in the tents at every event. Value: \$3,000
- Logo on daily programs. Value: \$1,000
- A 60 second provided video will run on the video screens all three days of Food & Wine Festival. Value: \$2,000

## HOSPITALITY

- You will receive 4 VIP tickets to the Food & Wine Festival - Saturday (2) and Sunday (2). Value: \$600

## POST EVENT AND MORE

- Name on full color recap ad in July *Palm Springs Life*. Value: \$1,000
- Recap 60 days after conclusion of event. Value: \$1,000

## ONLINE ADVERTISING

- Logo/link on PalmDesertFoodandWine.com and listing in sponsor for one year. Value: \$2,000

**TOTAL VALUE: \$16,300**

## FEE

For the rights accorded the Aldente Sponsor of the Palm Desert Food & Wine Festival 2018 we require a sponsorship fee of Five Thousand Dollars (\$5,000.) The fee is due in full on or before February 1, 2018.



# PALM DESERT FOOD & WINE

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AGUA CALIENTE CASINO RESORT SPA  
MARCH 23-25, 2018

## CONTACT

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// *photography* // ADRIANNE BONAFEDE TIFFANY CLARK GREGG FELSEN DRE NAYLOR

A PALM SPRINGS LIFE EVENT