



# **WORLD OF PINOT NOIR**

## **2023 SPONSORSHIP PACKAGES**



**The Ritz-Carlton Bacara, Santa Barbara**  
**March 2 - 4, 2023**

# 2023 SCHEDULE OF EVENTS

## THURSDAY, MARCH 2

*7pm* | **THE OPENING NIGHT PARTY**

## FRIDAY, MARCH 3

*9:30-11:30am* | **BREWER-CLIFTON + GIANT STEPS SEMINAR**

*9:30-11:30am* | **RUSSIAN RIVER VALLEY SEMINAR**

*12-2pm* | **THE COASTAL CALIFORNIA LUNCHEON**

*12-2pm* | **STA. RITA HILLS AVA LUNCHEON**

*2:30-6pm* | **FRIDAY GRAND TASTING + SILENT AUCTION**

*7pm* | **THE ENROUTE SINGLE-VINEYARD SERIES DINNER**

*7pm* | **IN HONOR OF JOSH JENSEN, CALERA WINERY DINNER**

## SATURDAY, MARCH 4

*9:30-11:30am* | **BLURRING BOUNDARIES: BURGUNDY & THE NEW WORLD SEMINAR**

*9:30-11:30am* | **TRANSLATING TERRIOR THROUGH BUBBLES SEMINAR**

*12-2pm* | **THE PINOT PARTY LUNCHEON**

*12-2pm* | **WILLAMETTE VALLEY LUNCHEON**

*2:30-6pm* | **SATURDAY GRAND TASTING + SILENT AUCTION**

*7pm* | **THE BURGUNDY DINNER**

*7pm* | **DISCOVER ROBERTS ROAD VINEYARD DINNER**

# EVENT DEMOGRAPHICS

The annual World of Pinot Noir event gathers the planet's foremost Pinot Noir wineries and winemakers, sommeliers and leading wine scholars in a weekend-long seaside celebration of this delicious and storied wine. Held annually at The Ritz-Carlton Bacara in Santa Barbara, the event hosts more than 3,000 attendees and 200 wineries.

While the majority of guests are based in California, guests come to the event from more than 20 different states. Print and digital media stories and mentions generated over 10 million impressions from top-tier media and content creators. World of Pinot Noir sponsorship is an excellent opportunity to gain business exposure, leverage your goals and be part of this exciting event. A variety of opportunities are available, including customized sponsorships and benefits uniquely tailored to suit the needs of your business.

- More than 50% of attendees have a household income of \$200,000+
- Annually, WOPN has an average of 44% of attendees that are 55+ years old
- Tickets purchased out of state include: AK, AZ, CO, CT, FL, GA, HI, IL, IN, KS, LA, MA, MD, MI, MO, NC, NJ, NM, NV, NY, OR, PA, SC, TN, TX, UT, VA, WA
- 42% of ticket purchasers heard about the event through friends/word of mouth, 26% learned about the event from wineries
- 61% of 2022 attendees had attended our event in the past
- Wineries participating at the World of Pinot Noir represent all four hemispheres of the world







## MISSION STATEMENT

Our mission is to bring Pinot Noir producers from the most exceptional and unique regions in the world together with enthusiasts for a weekend of celebration and education on the shores of California's beautiful Central Coast.

## ABOUT WOPN

The World of Pinot Noir was established in 2001 by a small but dedicated group of winemakers from California's San Luis Obispo and Santa Barbara counties wine regions.

We are a non-profit 501 (c) (6) trade organization.

The annual World of Pinot Noir event gathers the planet's foremost Pinot Noir wineries and winemakers, renowned chefs, sommeliers and leading wine scholars in a weekend-long seaside celebration of this delicious and storied wine.

## CHARITABLE INITIATIVES

The World of Pinot Noir makes annual contributions towards organizations whose missions align with furthering the education of Pinot Noir.

# SPONSORSHIP OPPORTUNITIES

Choose one option 1) a brand activation or 2) a traditional ticket package



## VIP TENT: PRESENTING SPONSOR | \$25,000

As the presenting sponsor, your company will be co-branded with WOPN throughout the VIP tent including a large focal chandelier and custom bars. You'll work with our experiential design team to create a layout, look and flow based on your goals and brand colors. Sponsorship fee includes soft seating lounge vignettes and music. One presenting sponsor opportunity for Friday and/or Saturday.

### Added Sponsor Benefits:

- Ten (10) Vendor Passes for the tent activation
- Six (6) Tickets to either Friday or Saturday Grand Tasting
- Six (6) Tickets to Thursday Opening Night Party
- One (1) dedicated eblast to the WOPN consumer and winery list
- Two (2) dedicated social media posts
- Business logo printed on marketing materials and website

## NEBUCHADNEZZAR SPONSORSHIP | \$25,000

- Six (6) Weekend VIP Passports: includes Friday and Saturday Seminars, Lunches, Grand Tastings and Dinners
- Twelve (12) Tickets to Thursday Opening Night Party
- Twelve (12) Tickets to either Friday or Saturday Grand Tasting
- Business logo printed on winery participant badges
- Business logo printed on marketing materials and website
- Two (2) dedicated eblasts to the WOPN consumer and winery list
- Four (4) dedicated social media posts
- Business logo included on consumer ticket stubs and ticket confirmation email



# SPONSORSHIP OPPORTUNITIES

Choose one option 1) a brand activation or 2) a traditional ticket package



## SHARED VIP TENT SPONSOR | \$10,000

Your company will be co-branded with two other sponsors and WOPN throughout the VIP tent. A dedicated area will be assigned to you including one (1) 8' focal branded bar (customization included) and backbar. The VIP tent will also include communal seating areas and music making it one of our most desired spaces. Three (3) sponsor opportunities for Friday and/or Saturday.

### Added Sponsor Benefits:

- Four (4) Vendor Passes for the tent activation
- Four (4) Tickets to Thursday Opening Night Party
- Business logo printed on marketing materials and website
- One (1) dedicated social media posts

## SALMANZAR SPONSORSHIP | \$10,000

- Two (2) Weekend VIP Passports, includes Friday and Saturday Seminars, Lunches, Grand Tastings and Dinners
- Eight (8) Tickets to Thursday Opening Night Party
- Eight (8) Tickets to either Friday or Saturday Grand Tasting
- Business logo printed on winery participant badges
- Business logo printed on marketing materials and website
- One (1) dedicated eblast to the WOPN consumer and winery list
- Two (2) dedicated social media posts
- Business logo included on ticket confirmation email

# SPONSORSHIP OPPORTUNITIES



## OPENING NIGHT PARTY TITLE SPONSOR | \$10,000

The Thursday Opening Night Party is WOPN's biggest celebration, where winemakers, sponsors, industry professionals and consumers come together at the beginning of the weekend. The title sponsor will have featured brand representation throughout the event space, co-branded with WOPN, including a large focal chandelier, custom bars, and inclusion of branded collateral and a branded display. You will work with our experiential design team to create a layout, look and flow based on your goals and brand colors.

### Added Sponsor Benefits:

- Eight (8) Vendor Passes to Thursday Opening Night Party
- Four (4) VIP Grand Tasting Tickets - Friday or Saturday
- Business logo printed on marketing materials and website
- Two (2) dedicated social media posts
- All Opening Night Party marketing will have sponsorship branding included

## OPENING NIGHT PARTY WINE SPONSOR | \$5,000

Own a dedicated pouring space at the Thursday Opening Night Party, the most popular party at WOPN. Your company will be co-branded with WOPN and a dedicated area will be assigned to you including one (1) 8' focal branded bar (customization included) and backbar. Your brand will be responsible with supplying wine for this pouring station (5-7 cases).

### Added Sponsor Benefits:

- Four (4) Vendor Passes to Thursday Opening Night Party
- Business logo printed on marketing materials and website
- One (1) dedicated social medias post
- Two (2) tickets to either Friday or Saturday Grand Tasting





## GRAND TASTING BRAND ACTIVATIONS

### VIP GRAND TASTING SPONSOR

Greet all VIP attendees as they come out of the ballroom to the VIP area. In this dedicated foyer space, a pouring station and three highboy tables will be included. Additional decor enhancements (lounge seating, speciality bar, florals) are available for additional fee. Includes six (6) vendor passes for each day.

**\$5,000 PER DAY, TWO DAYS DISCOUNTED TO \$7,500**

### GRAND TASTING BALLROOM SPONSOR | \$2,500 PER DAY

Enhance your ballroom presence with a larger dedicated space! Own a 20 x 10' footprint within the ballroom, complete with a skirted pouring table and three (3) cocktail tables. Additional decor enhancements (lounge seating, speciality bar, florals) are available for additional fee. Includes four (4) vendor passes for each day.







## TICKET & MARKETING SPONSORSHIP

### METHUSELAH | \$5,000

- Four (4) Tickets to Thursday Opening Night Party
- Four (4) VIP Tickets to either Friday or Saturday Grand Tasting
- Two (2) Tickets to either Friday or Saturday Seminar or Lunch
- Business name/logo included on website
- Business logo printed on marketing materials
- Two (2) dedicated social media posts



### JEROBOAM | \$3,000

- Two (2) Tickets to Thursday Opening Night Party
- Four (4) GA Tickets to either Friday or Saturday Grand Tasting or 2 VIP Tickets
- Table space to participate in the Friday and Saturday Grand Tastings (can be exchanged for tickets)
- Business name/logo included on website
- Business logo printed on marketing materials



### MAGNUM | \$1,500

- Two (2) Tickets to Thursday Opening Night Party
- Four (4) GA Tickets to either Friday or Saturday Grand Tasting or 2 VIP Tickets
- Business name/logo included on website
- Business logo printed on marketing materials