



# 2023 Sponsorship Opportunities



# 2022 In Review

## Letter from the Executive Committee:

We wrapped 2022 as another record breaking year thanks to the community of friends and supporters who believe in what we do. We were able to provide \$210,000.00 in grants to the schools and nonprofits in Palo Colorado, the Big Sur Valley and the South Coast. It continues to be the power of our volunteers, the generosity of our sponsors, the hard work of our partners and the love enveloping our community that motivates us to produce our events each year. As an all-volunteer run foundation focused solely on uplifting the Big Sur community, The Big Sur Food & Wine Festival, The Big Sur Fashion Show and The Ferrari Event at The Barnyard have been able to connect diverse communities from all over the U.S. and beyond!

We look forward to bringing you these events in 2023 for both memorable experiences and knowing that together we are making a difference. Our grant dollars are already in action after one of the most torrential winters to hit the Big Sur Coast and resources were needed for recovery. Now, we welcome spring and summer, planning our events once again with huge anticipation that you will be part of the magic in 2023. We invite you to consider sponsorship as a way of sustainability for our Foundation and our mission.

With much gratitude,

Aengus, Elsa, Matt and the BSWF Team

## Thank you to our top 2022 Sponsors!

Alila Ventana Big Sur  
Big Sur Coast Properties  
Big Sur Lodge  
COAST Big Sur  
Danah & Paul Fisher  
D. Scott Farmer  
Fenton & Keller  
Glen Oaks Big Sur  
Henry Miller Memorial Library  
I. Brand Wines  
Jeff Goodman & Connie Hart  
Laurent Perrier Champagne  
Louis Roederer Champagne  
Mining Tax Services  
Paul Hart  
Post Ranch Inn  
The Village Big Sur  
Translation by Design

# About The Festival

## Our Mission

The Big Sur Food & Wine Festival started as a way to showcase the many culinary and wine making talents of this special stretch of California coast. Since then, it has become so much more. From the talented individuals who pour their heart into this event, to the charitable sponsors who's generous spirit we could not do without, and finally to the community that we support with all of our hearts.

The Big Sur Food & Wine Festival is a special experience that expands way beyond what we could have ever imagined.

When you come to The Big Sur Food & Wine Festival you can expect only the best in regional and nationally acclaimed chefs and winemakers in the intimate backdrop of the beautiful Big Sur coast.

The Big Sur Food & Wine Festival is a project of the Big Sur Food & Wine Foundation, an all-volunteer-run 501(c)(3) nonprofit charitable trust created to be a vehicle of support to the Big Sur community. Its intention, along with The Big Sur Fashion Show is to stimulate the local economy and donate event proceeds to support local nonprofits that benefit Health, Safety, Education and The Arts.

## Our Team

### Executive Committee:

Aengus Wagner - President  
Matthew Peterson - Vice President & Wine Director  
Elsa Rivera - CFO & Events Director

### Committee Members:

Peggy Giles - Chef Coordinator / Transportation  
Jennifer Haydu - Volunteer Coordinator / Event Captain  
Laurie Smith - Logistics Lead / MMT Captain  
Roman Reed - Logistics  
Olivia Carnahan - Event Captain  
Amanda English Oliver - Communications  
Alicia Busa - Marketing & Content  
Ashley Wolff - Media & Public Relations  
Danielle Colangelo - Volunteer Captain  
Kari Bernardi - Event Captain  
Ola Williamson Rocha - Decor

### Board of Directors:

Aengus Wagner  
Matthew Peterson  
Elsa Rivera  
Frank Pinney  
Nicolaus Balla  
Amanda English Oliver



# Statistics/Demographics

## 2022 Stats for bigsurfoodandwine.org:

31k Visitors  
 56% Bounce Rate  
 25k Unique Visitors  
 61k Page Views  
 Geography:  
 27,085 from the US (86%)  
 Visitors from all 51 States/Districts

## 2022 Stats for Social Media:

19,422 Reach on Facebook  
 19,204 Organic Reach on Instagram  
 831 New Likes on Facebook  
 1,142 New Followers on Instagram  
 7,203 current Facebook followers  
 5,308 current Instagram followers

## Demographics for Similar Festivals:

Average annual household income — \$139,954  
 30% of attendees had an annual income of \$200,000 or more  
 70% are California residents,  
 51% of which live outside of Monterey County  
 Age 35-44 — 18%  
 Age 45-54 — 27.5%  
 Age 55-64 — 36%

\* According to a survey conducted by our partners at Monterey County Visitors and Convention Bureau in association with Destination Analysts

## Our Beneficiaries

Donated since 2016:

**Totaling: \$661,000**

Big Sur Fire	\$161,500
Big Sur Health Center	\$161,500
The Henry Miller Memorial Library	\$65,000
Mid Coast Fire Brigade	\$44,000
Big Sur Park School	\$28,000
Captain Cooper School	\$24,500
Big Sur Fiddle Camp	\$18,000
Big Sur Grange	\$18,000
Pacific Valley School	\$25,000
Big Sur Stage Kids	\$15,000
BSFW Scholarship for Big Sur Youth	\$14,000
Esselen Tribe of Monterey County	\$13,000
Ventana Wildlife Society	\$10,000
CPOA Upper Rocky Creek Road Repair Project	\$10,000
CPOA Big Sur Relief Fund	\$10,000
Weston Call Big Sur Fund	\$9,000
The Big Share	\$8,000
Apple Pie Pre-School	\$6,500
Big Sur Softball	\$6,000
CERV via Soberanes Fire Relief Campaign	\$5,000
Big Sur Historical Society	\$4,000
Keep Big Sur Wild	\$2,000
Weston Call Big Sur Fund	\$1,000
Big Sur Charter School	\$1,000
Gazebo School at Esalen	\$1,000



# Sponsorship Levels & Benefits

We invite you to support our award-winning festival as we continue to assist the Big Sur community for years to come. Without the help of our sponsors and donors, our festival wouldn't be possible.

In their own ways, all of our sponsors and donors help us achieve a dream – to create a wonderful event that highlights the culinary and winemaking talents of our region and beyond and raises funds for the Big Sur community. Whether it's the schools, arts, native people and animals, or the relief efforts of the Big Sur fire and medical organizations, so much of our community benefits from the money we raise every year. Only with your help can we continue to uphold our mission and support this special place. We and the entire community of Big Sur are so grateful to all of our sponsors and donors.

The Big Sur Food & Wine Festival is committed to maximizing your company's exposure to our attendees - past and present. Thousands of culinary and wine-loving aficionados from around the country.

The Big Sur Food & Wine Festival is a project of The Big Sur Food & Wine Foundation, Inc. a 501 (c) (3) non-profit public charity under IRS 170(b)(1)(A)(vi) EIN# 81-2309687 Registry of Charitable Trusts #CT024881.

## PRIME SPONSORSHIP OPPORTUNITIES:

FESTIVAL PRESENTER - \$125,000  
MOUNT MANUEL SPONSOR - \$75,000  
CONE PEAK SPONSOR - \$35,000  
PICO BLANCO SPONSOR - \$20,000  
PFEIFFER BEACH SPONSOR - \$5,000

## Festival Presenter - \$125,000

Mention of "Festival Presented By" in our National Public Relation Campaign  
6 guests to Opening Night at Ventana Big Sur  
4 guests for the Pinot Walkabout at Post Ranch  
10 guests to our Wine & Swine at The Henry Miller Library  
4 guests on a Saturday Magical Mystery Tour  
4 guests at Hiking with Stemware™  
4 guests to Panel Tastings  
Full banner recognition at all BSFW events  
Full-page advertisement in brochure and back cover  
Marketing materials to be distributed at appropriate events  
Mentions on any and all marketing materials and PR as "Presenting Sponsor"  
Website display of your logo as Presenting Sponsor  
First option for following year's invitation

## Mount Manuel Sponsor - \$75,000

4 guests at Opening Night at Ventana Big Sur  
2 guests at the Pinot Walkabout at Post Ranch  
10 guests at our Wine & Swine at The Henry Miller Library  
4 guests on a Saturday Magical Mystery Tour or a Wine Maker's Dinner based on-site availability  
4 guests to Panel Tastings  
Banner recognition at all public BSFW Events  
Full-page advertisement in brochure  
Marketing materials to be distributed at appropriate events  
Mentions on any and all marketing materials and PR as a Key Sponsor  
Website display of your logo as a Key Sponsor

## Cone Peak Sponsor - \$35,000

2 guests at Opening Night at Ventana Big Sur  
4 guests at our Wine & Swine at The Henry Miller Library  
2 guests to Panel Tastings  
Banner recognition at public BSFW events  
Half-page advertisement in brochure  
Marketing materials to be distributed at appropriate events  
Mentions on any and all marketing materials and PR as Cone Peak sponsor  
Website display of your logo as Cone Peak Sponsor

## Pico Blanco Sponsor - \$20,000

2 guests at the Pinot Walkabout at Post Ranch  
4 guests at Wine & Swine event at The Henry Miller Library  
2 guests to Panel Tastings  
Banner recognition at all public BSFW events  
Half-page advertisement in brochure  
Marketing materials to be distributed at appropriate events  
Mentions on any and all marketing materials and PR as Pico Blanco Sponsor  
Website display of your logo as Pico Blanco Sponsor

## Pfeiffer Beach Sponsor - \$5,000

4 guests at Wine & Swine at The Henry Miller Library  
2 guests to panel tastings  
Banner recognition at all BSFW events  
Quarter page advertisement in brochure  
Marketing materials to be distributed at appropriate events  
Mentions on any and all marketing materials as Pfeiffer Beach Sponsor  
Website display of your logo as Pfeiffer Beach Sponsor

## Specific Sponsorship Opportunities

MAGICAL MYSTERY TOUR - \$2,000  
WINE & SWINE AT THE HENRY MILLER LIBRARY - \$7,500  
PINOT WALK ABOUT - \$3,000  
PANEL TASTING - \$2,000  
HIKING WITH STEMWARE™ - \$4,500  
TRANSPORTATION SPONSOR - \$10,000

### Additional Sponsorship Opportunities include:

SOMMELIER SPONSORS  
WINEMAKER HOSPITALITY & HOUSING  
VOLUNTEER SUPPORT & HOUSING  
LODGING SPONSOR  
(ACCOMMODATIONS FOR CHEFS AND SOMMS)

WE CAN ALSO CREATE CUSTOM SPONSORSHIP PACKAGES TO  
SUIT YOUR SPECIFIC NEEDS AND TARGET AUDIENCE

## Contact

Thank you so much for your consideration. To get in touch about becoming a sponsor, or with any other questions, please contact:

Elsa Rivera - CFO & Sponsorship Liaison  
Elsa@Bigsurfoodandwine.org  
831-596-8105

