

SPONSORS

HOSPICE DU RHÔNE WALLA WALLA | APRIL 24 - 27, 2024



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HOSPICEdu RHÔNE

TWENTY-TWO VARIETIES. ONE VISION.

MISSION STATEMENT

Hospice du Rhône® (HdR), located on the Central Coast of California, operates as a non-profit business league with the specific purpose of improving the business conditions of the grape growers and wine producers of Rhône variety wines and grapes throughout the world. We serve as an international vintners association, providing promotional and educational opportunities. Hospice du Rhône is not affiliated with any other charitable organization. Non-profit 501 (c) (6) Business League

OTHER HDR EVENTS



NUMBERS

THE HOSPICE DU RHÔNE AUDIENCE IS A HIGHLY QUALIFIED GROUP OF WINE TRADE AND ENTHUSIASTS.

Statistics compiled from 2016-2022 Hospice du Rhône Paso Robles events by California Polytechnic State University and Hospice du Rhône staff.

Trade

- 125 participating wineries
- 5 countries represented: Australia, France, Spain, South Africa, United States
- 20 sommeliers on the HdR Somm Team
- Media in attendance: JancisRobinson.com, James Suckling, Jeb Dunnock, Napa Valley Register, The Black Wine Guy Experience, The Somm Journal, The Wine Advocate, Vinous, Wine Business Monthly, Wine Enthusiast, Wine & Spirits, Wine Spectator

Consumers

- 30 US states, 7 countries
- 43% of attendees visit area wineries during their trip to attend HdR
- Over \$200,000 average annual household income per attendee
- Over 60% of guests stay in a local hotel or short-term rental
- 3-night average stay of attendees

RECENT PRESS

Return of Hospice du Rhône, Wine Business Monthly, April 2022

The Rhône Reunion, The SOMM Journal, May 2022 pgs 104-107

My Highlights from Hospice du Rhône, Matt Kettmann, The Independent, May 2022

A Rhône Reboot in Paso Robles, Napa Valley Register, August 2022

Hospice du Rhône: An embarrassment of riches, The SCV Signal, Feb 2023

HOSPICE DU RHÔNE WALLA WALLA

Currently in development, Hospice du Rhône Walla Walla will be a multi-day, multi-venue event taking place April 24 - 27, 2024 in the Walla Walla Valley. The event will consist of aspects Hospice du Rhône is known for including educational seminars, master classes, focus tastings, a grand tasting, food and wine experiences, and above all, 'serious fun'.



PARTNERSHIP

Hospice du Rhône believes the Walla Walla Valley is a region on the forefront of producing Rhône variety wines, and has featured winemakers and their wines in multiple seminars, master classes, tastings and winemaker dinners spanning years of event history.

In bringing an event to Walla Walla, Hospice du Rhône plans to continue to support the region while expanding the reach of our organization and broadening awareness of Rhône variety producers.

WALLA WALLA PREMIER PARTNER

**\$100,000 INVESTMENT
ONE EXCLUSIVE OPPORTUNITY**



Benefits

Attendee Exposure

- Exposure to a highly qualified group of wine trade and enthusiasts (reference page 3 for details)

Logo Visability

- Event Signage and Collateral at all HdR Walla Walla Events
- Logo Placement on Tasting Glassware
- Logo with Link on Website Sponsor Page

Event Guide Print Exposure

- Full Two-Page Advertisement

Social Media and E-Blasts

- Dedicated Social Media Post and E-Blast
- Tagged on event Social Media Posts and Logo at footer of all event E-Blasts

Sample/Giveaway

- Sample or giveaway opportunity to all attendees and/or producers

HdR Walla Walla Event Passes

- \$10,000 ticket package

Tasting Discount Code to share with clients/employees

- 20% discount (limited to ten tasting tickets)



HOSPITALITY PARTNER

\$75,000 INVESTMENT
ONE EXCLUSIVE OPPORTUNITY



Benefits

Attendee Exposure

- Exposure to a highly qualified group of wine trade and enthusiasts (reference page 3 for details)

Logo Exposure

- Event Signage and Collateral at all HdR Walla Walla Events
- Logo with Link on Website Sponsor Page

Event Guide Print Exposure

- Full-Page Advertisement

Social Media and E-Blasts

- Tagged on event Social Media Posts and Logo at footer of all event E-Blasts

Sample/Giveaway

- Sample or giveaway opportunity to all attendees and/or producers

HdR Walla Walla Event Passes

- \$5,000 ticket package

Tasting Discount Code to share with clients/employees

- 15% discount (limited to six tasting tickets)



SEMINAR PARTNER OR CULINARY PARTNER

\$50,000 INVESTMENT
TWO OPPORTUNITIES



Benefits

Attendee Exposure

- Exposure to a highly qualified group of wine trade and enthusiasts (reference page 3 for details)

Logo Exposure

- Event Signage and Collateral at all HdR Walla Walla Events
- Logo with Link on Website Sponsor Page
- Logo Placement on Seminar Tasting Mats or Meal Menus

Event Guide Print Exposure

- Half-Page Advertisement

Social Media and E-Blasts

- Tagged on event Social Media Posts and Logo at footer of all event E-Blasts

Sample/Giveaway

- Sample or giveaway opportunity for sponsored event

HdR Walla Walla Event Passes

- \$2,500 ticket package

Tasting Discount Code to share with clients/employees

- 10% discount (limited to four tasting tickets)



CUSTOM SPONSORSHIP OPPORTUNITIES

STARTING AT A \$20,000 INVESTMENT

Work with us to create a customized sponsorship package to fit your brand, vision and budget.

Build your own sponsorship package suggestions...

- Welcome Lounge
- Phone Charging Station
- Volunteer Shirts
- Official Vehicle
- Safe Ride Service
- Transportation Sponsor
- Napkins and Tableware
- Event Wristbands
- Photo Booth

Benefits

Attendee Exposure

Logo Exposure

Social Media and E-Blasts

HdR Walla Walla Event Passes

Sponsor Discount on Additional Event Passes

RHÔNE PARTNER

\$10,000 INVESTMENT

Benefits

Attendee Exposure

- Exposure to a highly qualified group of wine trade and enthusiasts (reference page 3 for details)

Logo Exposure

- Event Signage and Collateral at HdR Walla Walla Events
- Logo with Link on Website Sponsor Page

Social Media and E-Blasts

- Tagged on event Social Media Posts and Logo at footer of all event E-Blasts

HdR Walla Walla Event Passes

- \$1,000 ticket package



SPONSORSHIP INFORMATION

Company Name: _____

Sponsorship Level: _____

Investment Amount: _____

CONTACT INFORMATION

Contact Name: _____

Mailing Address: _____

City/State/Zip Code: _____

Phone: _____ Email: _____

Website: _____

PAYMENT METHOD

_____ **Credit Card | Name on Card:** _____

Card Number: _____

Expiration Date: _____

Security Code: _____

_____ **Check** Please make check out to
Hospice du Rhône
2175 Biddle Ranch Road
San Luis Obispo, CA 93401

IMPORTANT SPONSORSHIP DATES

Upon Commitment: Payment within 30 days and company logo emailed in high resolution format

February 9, 2024: Advertisement for Event Guide due *(if applicable)*

March 15, 2024: Final ticket selection

March 15, 2024: Sample or giveaway due *(if applicable)*

April 24-27, 2024: Hospice du Rhône Walla Walla

