

PARTNERSHIPS

BE A RHÔNE SPONSOR

INTERNATIONAL WINE AUDIENCE | EXTRA PERKS | SERIOUS FUN
HOSPICE DU RHÔNE PASO ROBLES | APRIL 26 - 28, 2018
WWW.HOSPICEDURHONE.ORG | #HDRPASO

A SPECTACULAR INTERNATIONAL RHÔNE GATHERING

Paso Robles, California is ready for the world of Rhône

Hospice du Rhône Paso Robles wears many hats. It is a think tank. It is a connector. It is a family. This fascinating assembly brings together the world's largest gathering of Rhône variety wines, winemakers and enthusiasts. Together, we will build a unique international community compiled with creative, passionate and spirited minds. We will learn, share and dream all while celebrating the alluring twenty-two Rhône varieties, right in the heart of Paso Robles, California USA.

AT A GLANCE

We can't wait to Rhône with you. It is good for the soul.

- This packet holds a variety of sponsor opportunities for the 2018 Paso Robles conference
- As a sponsor your company will receive maximum exposure, perks and more
- Should you have another sponsorship idea, contact Faith Wells at faith@hospicedurhone.org

SUPPORT THE RHÔNE COMMUNITY

When you partner with Hospice du Rhône you are truly partnering with the worldwide Rhône community.

This international, palate-provoking and spirited gathering could not take place without you! Your passion and drive for the Rhône varieties drive our obsession to create a gathering unlike any other wine conference in the world. Your business will gain exposure to a society of like-minded people who are beyond passionate, educated and excited about the world of Rhône wines. Attendees include a concentrated and highly-influential targeted audience - renowned Rhône wine producers, respected wine industry media, sommeliers, restaurateurs, wine importers and educated enthusiasts; . No matter what level of sponsorship you select, the staff at Hospice du Rhône is dedicated to your company and this partnership.

IMPRESSIVE ATTENDANCE

Statistics compiled from the 2016 Paso Robles installment by Cal Poly State University's Central Coast Marketing Team

**Two-thirds of attendees
are from outside of
San Luis Obispo County**



Quick Stats

- 6 countries in attendance
- 24 US States represented
- 31 media members present
- 26 Sommeliers for the HdR Somm Team
- 154 wineries from around the globe
- 1 Rhône'n good time

**Average household
income per attendee is
\$190,000 per year**



Attendee Breakdown

30% Consumers | 29% Producers | 22% Trade | 8% Sponsors | 6% Media | 5% Sommeliers

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RHÔNE PARTNER *Investment: \$1,000*

BENEFITS

Supporting at this level gives you access to sip stunning wines and rub elbows with the Rhône world.

- Two (2) Opening Tasting Passes (\$122 per pass)
- Two (2) Closing Tasting Passes (\$122 per pass)
- Two (2) Farewell BBQ Passes (\$100 per pass)
- Logo exposure: Website and Event Guide
- Option to purchase the same quantity of passes in this package at a 20% Sponsor Discount

RHÔNE-STER PARTNER *Investment: \$1,500*

BENEFITS

Enjoy the tastings and the meals with Rhône rock stars (yourself included) throughout the weekend.

- Two (2) Opening Tasting Passes (\$122 per pass)
- Two (2) Closing Tasting Passes (\$122 per pass)
- Two (2) Rosé Lunch Passes (\$100 per pass)
- Two (2) Auction Lunch Passes (\$100 per pass)
- Two (2) Farewell BBQ Passes (\$100 per pass)
- Logo exposure: Website and Event Guide
- Option to purchase the same quantity of passes in this package at a 20% Sponsor Discount

RHÔNE-MANIA PARTNER *Investment: \$3,000*

BENEFITS

Mingle throughout the weekend with enhanced business exposure and perks with this Rhône support.

- Two (2) Weekend Passes (\$995 per pass)
- Two (2) Opening Tasting Passes (\$122 per pass)
- Two (2) Closing Tasting Passes (\$122 per pass)
- Logo exposure: Website and Event Guide
- Social Media mentions
- Inclusion in wrap-up newsletter sent to all Hospice du Rhône attendees
- Option to purchase the same quantity of passes in this package at a 20% Sponsor Discount

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RHÔNE EDUCATOR PARTNER

Investment: \$5,000 per opportunity

OPPORTUNITIES

Select an event (or two) for your business to be highlighted amongst an attentive audience.

- **Friday, April 27:** Seminar One or Seminar Two (350 guests each)
- **Saturday, April 28:** Seminar Three: 350 guests or Seminar Four (350 guests each)
- **Friday, April 27 and Saturday, April 28:** Lounge or Demo Kitchen Sponsor (1000 tasting guests)

BENEFITS

Education support gains great exposure for your company with a focused Rhône community.

- Two (2) Weekend Passes (\$995 per pass)
- Two (2) to Sponsored Seminar (\$155 per pass)
- Two (2) Opening Tasting Passes (\$122 per pass)
- Two (2) Closing Tasting Passes (\$122 per pass)
- Logo Exposure: Specific event welcome sign, additional event collateral and website
- Half-page black and white advertisement in the Event Guide
- Sample/Giveaway opportunity at hosted event - *must be provided by March 30, 2018*
- Social Media and eblast mentions
- Inclusion in wrap-up newsletter sent to all Hospice du Rhône Paso Robles attendees
- Option to purchase the same quantity of passes in this package at a 20% Sponsor Discount

MEAL/DINING PARTNER

Investment: \$5,000 per opportunity

OPPORTUNITIES

Select a meal for your business to be highlighted amongst an attentive audience.

- **Friday, April 27:** Rosé Lunch (400 guests)
- **Saturday, April 28:** Auction Lunch (400 guests) or Farewell Dinner: (500 guests)

BENEFITS

Mingle throughout the weekend with enhanced business exposure and perks with this Rhône support.

- Two (2) Weekend Passes (\$995 per pass)
- Four (4) to Sponsored Meal (\$100 per pass)
- Four (4) Opening Tasting Passes (\$122 per pass)
- Four (4) Closing Tasting Passes (\$122 per pass)
- Logo Exposure: Specific event welcome sign, hosted event collateral and website
- Half-page black and white advertisement in the Event Guide
- Sample/Giveaway opportunity at hosted event - *must be provided by March 30, 2018*
- Social Media and eblast mentions
- Inclusion in wrap-up newsletter sent to all Hospice du Rhône Paso Robles attendees
- Option to purchase the same quantity of passes in this package at a 20% Sponsor Discount

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TASTING PARTNER

Investment: \$10,000 per opportunity

OPPORTUNITIES

Select an event (or two) for your business to be highlighted amongst an attentive audience.

- **Friday, April 27:** Opening Tasting (900+ guests)
- **Saturday, April 28:** Closing Tasting (1200 guests)

BENEFITS

The ultimate company exposure and interaction when you become a Tasting Partner.

- Six (6) Weekend Passes (\$995 per pass)
- Six (6) Tasting Passes to sponsored tasting (\$122 per pass)
- Six (6) passes to each meal:
 - Rosé Lunch, Saturday Lunch and Live Auction and Farewell Dinner (\$100 per pass)
- Banner placement at sponsored event - *created and provided by Hospice du Rhône*
- Logo Exposure: Specific event signage, logo on base of wine glass, event collateral and website
- Full-page black and white advertisement in Event Guide
- Sample/Giveaway opportunity at sponsored event - *must be provided by March 30, 2018*
- Social Media and eblast mentions leading up to, during and following the event
- Inclusion in wrap-up newsletter sent to all Hospice du Rhône Paso Robles participants
- Option to purchase the same quantity of passes in this package at a 20% Sponsor Discount

PRINCIPAL PARTNER

Investment: \$15,000 per opportunity

OPPORTUNITIES

Let's have some fun! We will gladly brainstorm with you to create one heck of a partnership.

- Mix and match three events (meals/seminars) **or** select a tasting with a seminar

BENEFITS

Talk about global exposure! This support level brings your company maxim awareness.

- Six (6) Weekend Passes (\$995 per pass)
- Ten (10) Tasting Passes to sponsored tasting (\$122 per pass)
- Eight (8) passes to each meal:
 - Rosé Lunch, Saturday Lunch and Live Auction and Farewell Dinner (\$100 per pass)
- Logo Exposure: Specific event signage, event collateral and website
 - Added exposure specific to selected mix-and-match events
- Full-page, full-color advertisement in Event Guide
- Sample/Giveaway opportunity at sponsored event - *must be provided by March 30, 2018*
- Social Media and eblast mentions leading up to, during and following the event
- Inclusion in wrap-up newsletter sent to all Hospice du Rhône Paso Robles participants
- Option to purchase the same quantity of passes in this package at a 20% Sponsor Discount

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SECURE YOUR SPONSORSHIP

Fill out the form and email back to Faith Wells at faith@hospicedurhone.org

SPONSORSHIP LEVEL SELECTION

Many thanks and high-5s for supporting this international gathering. Your support is invaluable!

Company Name: _____

Sponsorship Level: _____ **Investment Amount:** _____

PAYMENT METHOD

___ **Credit Card** | Name on Card: _____
Card Number: _____ Exp. Date: _____

___ **Check** | Please make payable to Hospice du Rhône
Mail to 2175 Biddle Ranch Road, San Luis Obispo, CA 93401
I understand sponsorship investment must be received within 30 days

CONTACT INFORMATION

Business Name: _____

Contact Name: _____

Mailing Address: _____

City/State/Zip: _____

Phone: _____ **Email:** _____

DATES OF IMPORTANCE

ASAP: Company logo emailed in high resolution format (300 dpi or higher)

Within 30 Days: Payment for Sponsorship of 2018 Paso Robles Hospice du Rhône

February 9, 2018: Advertisement for Event Guide due to HdR - *if applicable with partnership*

March 1, 2018: Names of weekend package/ticket holders - *don't worry, we'll send a reminder*

March 30, 2018: Physical sample/giveaway due to HdR - *if applicable with partnership*

April 26 - 28, 2018: Hospice du Rhône Paso Robles - *we can't wait to Rhône with you*

** Sponsor passes will be available for pickup starting the evening of Thursday, April 26, 2018*

SPONSOR SIGNATURE: _____ **DATE:** _____

Email completed form to faith@hospicedurhone.org - thank you