

SPONSOR DETAILS

HOSPICE DU RHÔNE PASO ROBLES | APRIL 23 - 25, 2020



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A SPECTACULAR INTERNATIONAL RHÔNE GATHERING

Hospice du Rhône Paso Robles brings together the world's largest gathering of Rhône variety wines, winemakers and enthusiasts. We are a family who reunites every two years to learn, share and create serious fun all in the name of Rhône. Together we build a unique international community of creative, passionate and like-minded friends. We celebrate the captivating twenty-two Rhône varieties, right in the heart of Paso Robles, California, USA.



AT A GLANCE

- This packet holds a variety of sponsor opportunities for the 2020 edition of Hospice du Rhône Paso Robles
- If you do not see an opportunity to fit your unique company, we are happy to build your own customized sponsorship package.
- As a sponsor, your company will receive maximum exposure, perks and more!

PARTNERING WITH A WORLD WIDE RHÔNE COMMUNITY

This international, palate-provoking and spirited gathering could not take place without our generous sponsors. Your passion for the Rhône varieties drives 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 target audience of renowned Rhône wine producers, respected wine industry media, sommeliers, restaurateurs, wine importers and educated enthusiasts. No matter what the level of sponsorship you select, the staff at Hospice du Rhône is dedicated to your company and this partnership.

BY THE NUMBERS

Statistics compiled from 2016 and 2018 events by Hospice du Rhône staff and Cal Poly State University's Marketing Team

- 1,000+ tasting guests each day
- 340 weekend pass holders
- 121 wineries from around the globe
- 40 media members
- 24 Sommeliers on the HdR Somm Team
- 20 US States represented
- 6 countries in attendance
- 2/3 of attendees joined us from outside San Luis Obispo County
- Average household income per attendee is \$190,000 per year

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

TASTING PARTNER

\$10,000 INVESTMENT

Two Opportunities Available

- Friday, April 24, 2020: Opening Tasting (1,000+ guests)
- Saturday, April 25, 2020: Closing Tasting (1,200+ guests)

Benefits

Logo Exposure

- HdR Event Collateral
- Website Logo and Link on Sponsor Page
- Sponsored Event Signage and Collateral
- Banner Placement at Sponsored Event
- Logo Placement on Tasting Glassware

Event Guide Print Exposure

- Full-Page Advertisement

Social Media and E-Blasts

- Dedicated Social Media Post and E-Blast
- Tags, Shout-outs and Thank You on social media platforms and e-blast campaigns

Sample/Giveaway

- Sample or giveaway opportunity for sponsored event

HdR Paso Event Passes

- \$5,000 ticket package

Sponsor Discount on Additional Event Passes

- 20% discount

Tasting Discount Code to share with clients/employees

- 15% discount (limited to first 20 tasting tickets)

SEMINAR PARTNER OR CULINARY PARTNER

\$5,000 INVESTMENT

Seven Opportunities Available

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

- Friday, April 24, 2020
 - Seminar One (350 guests)
 - Seminar Two (350 guests)
 - Rose Lunch (400 guests)
- Saturday, April 25, 2020
 - Seminar Three (350 guests)
 - Seminar Four (350 guests)
 - Auction Lunch (400 guests)
 - Farewell Dinner (500 guests)

Benefits

Logo Exposure

- HdR Event Collateral
- Website Logo and Link on Sponsor Page
- Sponsored Event Signage and Collateral
- Banner Placement at Sponsored Event
- Logo Placement on Seminar Tasting Mats or Menus

Event Guide Print Exposure

- Half-Page Advertisement

Social Media and E-Blasts

- Dedicated Social Media Post and E-Blast
- Tags, Shout-outs and Thank You on social media platforms and e-blast campaigns

Sample/Giveaway

- Sample or giveaway opportunity for sponsored event

HdR Paso Event Passes

- \$2,500 ticket package

Sponsor Discount on Additional Event Passes

- 10% discount

Tasting Discount Code to share with clients/employees

- 10% discount (limited to first 20 tasting tickets)

TASTING BITES PARTNER

\$2,000 INVESTMENT

Ten Opportunities Available

Tasting Bites Partner to present a specific bite at both the Opening and Closing Tastings

- Friday, April 24, 2020: Opening Tasting (1,000+ guests)
- Saturday, April 25, 2020: Closing Tasting (1,200+ guests)

Benefits

Logo Exposure

- HdR Event Collateral
- Website Logo and Link on Sponsor Page
- Sponsored Event Signage and Collateral

Social Media and E-Blasts

- Dedicated Social Media Post and E-Blast
- Tags, Shout-outs and Thank You on social media platforms and e-blast campaigns

Sample/Giveaway

- Sample or Giveaway opportunity at Bites Partner Space

HdR Paso Event Passes

- \$1,000 ticket package

Sponsor Discount on Additional Event Passes

- 10% discount



RHÔNE PARTNER

\$2,000 INVESTMENT

Benefits

Logo Exposure

- HdR Event Collateral
- Website Logo and Link on Sponsor Page
- Sponsored Event Signage and Collateral

Social Media and E-Blasts

- Dedicated Social Media Post and E-Blast
- Tags, Shout-outs and Thank You on social media platforms and e-blast campaigns

HdR Paso Event Passes

- \$1,000 ticket package

Sponsor Discount on Additional Event Passes

- 10% discount

CUSTOM SPONSORSHIP OPPORTUNITIES

STARTING AT A \$2,000 INVESTMENT

Build your own sponsorship package tailor made for your company. We are excited to create customized packages to fit your unique brand, vision and budget.

Build your own sponsorship package options

- | | | |
|--------------------|---------------------|-------------------------|
| • Event Wristbands | • Coffee | • Farewell Games |
| • Charging Station | • Golf Carts | • Napkins and Tableware |
| • Winery Lounge | • Safe Ride Service | • Vehicle |
| • Volunteer Shirts | • Photo Booth | • Many More . . . |
| • Wifi Lounge | • Farewell Casino | |

Benefits

Logo Exposure

Social Media and E-Blasts

HdR Paso Event Passes

Sponsor Discount on Additional Event Passes

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

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

Within 30 Days: Payment for Sponsorship of 2020 Hospice du Rhône

February 7, 2020: Advertisement for Event Guide due to HdR *(if applicable)*

March 2, 2020: Final ticket selection and names for any weekend packages

March 30, 2020: Sample or giveaway due to HdR (if applicable)

April 23-25, 2020: Hospice du Rhône Paso Robles

*Sponsor tickets and passes are available for pick up starting Thursday April 23, 2020.

SPONSORSHIP TICKET SELECTION

Weekend Package \$995 x ____ = _____

Rosé Lunch | Friday, April 24 **\$100 x _____ = _____**

Opening Tasting | Friday, April 24 \$122 x _____ = _____

Auction Lunch | Saturday, April 25 \$100 x _____ = _____

Closing Tasting | Saturday, April 25 \$122 x _____ = _____

Farewell Dinner | Saturday, April 25 \$100 x _____ = _____

Ticket Total:_____

Sponsor Allotment:_____

Remaining Due:_____

Sponsor Discount:_____

Remainder Due:_____