



2021
**SPONSORSHIP &
EXHIBITOR DECK**

SEPTEMBER 11-12, 2021

12TH ANNUAL

SAN DIEGO SPIRITS FESTIVAL



ABOUT THE FESTIVAL

The San Diego Spirits Festival is a destination event attracting high-profile members of the spirits and culinary trade, media and bloggers, as well as affluent consumers throughout the event's two days. In addition to increasing your company's profile among this key demographic, a sponsorship with the Festival will also allow your company to:

Sponsorship opportunities available at the San Diego Spirits Festival are endless. We can discuss IDEAS to BEST suit the needs & budget of any Brand/organization. Whether your Budget is large or small, we will work with you to make YOU stand out.

- ❑ Gain cachet by affiliating your brand with a high-end consumer event targeting affluent spirits and food enthusiasts;
- ❑ Broaden the market's awareness of your products and services;
- ❑ Reinforce loyalty with current consumer relationships;
- ❑ Find new, quality customers;
- ❑ Gain media exposure among food, spirits and lifestyle media;
- ❑ Facilitate a market assessment of your product by sampling;
- ❑ According to the Cone/Rober Report, consumers are more likely to switch to a sponsor's brand that supports a local event or cause.

WE CAN TAILOR VISIBILITY TO MEET YOUR UNIQUE BRAND GOALS.



ABOUT THE FESTIVAL continued

Since 2009, San Diego Spirits Festival has brought the best of the craft cocktail scene to the city of San Diego, celebrating local cuisine, mixology, and all things spirits. Voted Premier Traveler's, "***Must-Try Festival of the Year***", named by Fodors.com as "***One of the Best Cocktail Festivals in America!***" Named by LUX International "***Best Cocktail Festival in 2016 – 2017 - 2018***". And, for **SEVEN** consecutive years our Mayors have proclaimed San Diego Spirits Festival and have named an official day after us!

Now in its **12TH year**, the **San Diego Spirits Festival®** has quickly grown into one of the largest cocktail festivals in the USA and is a **SIGNATURE** event for the city of San Diego; which is one of AMERICAS'S MOST trendsetting cities.

San Diego is more than just sun, sand and beach life. With a nationally prominent nightlife scene & craft cocktail bars popping up throughout the area. San Diego has been voted as the most outgoing alcohol-oriented city in the USA. San Diego consumers spent on average \$1,112 in 2017 on alcohol, easily catapulting the metro area to No. 1.



It's a celebration of **TWO** days of Electrifying Grand Tastings

- ☐ Cocktails from over 70 Brands
- ☐ Bartender Battles
- ☐ Chef Demonstrations
- ☐ Food Samplings
- ☐ Seminars
- ☐ Live Entertainment
- ☐ Competitions



It is truly an event not to be missed!

OPPORTUNITIES

We are an indoor/outdoor event. Held on the Beautiful San Diego Bay at the Port Pavilion on Broadway Pier in Downtown San Diego.

- ☐ Grand Tasting Title Sponsor
- ☐ Presenting Title Sponsor
- ☐ Diamond Sponsor
- ☐ Gold Sponsor
- ☐ Silver Sponsor
- ☐ Car Sponsor
- ☐ Lanyard Sponsor

- ☐ Bartender Challenge Title Sponsor
- ☐ Culinary Pavilion Sponsor
- ☐ Official Mixer
- ☐ Beer Garden Sponsor
- ☐ Media Welcome Sponsor
- ☐ Bubbly Fest Champagne Sponsor
- ☐ Basic Exhibitor Spaces are 10x10

Top Level Sponsorship and Naming opportunities include:

- ☐ Lanyards and Wristbands
- ☐ VIP Pavilion Sponsor
- ☐ Stage Branding (2 stages)
- ☐ Grand Tasting
- ☐ Culinary Pavilion
- ☐ Speakeasy

All Opportunities are customizable





INTERNATIONAL SPIRITS COMPETITION



Cost to enter is \$280 per bottle entry.
A discount will apply to brands with multiple entries.

The 2021 International Bottle Competition is open to emerging craft distillers, American merchant bottlers and large distillers alike, the competition will bring renowned experts from the world of spirits and hospitality together to determine the best tasting spirits in a blind analysis. Medal Winning Spirits will be announced during the San Diego Spirits Festival.

The competition will be held two weeks prior to the festival and awards will be announced at the festival on September 11, 2021 . Deadline to enter is August 1st.

A highly-qualified panel of spirits judges will evaluate the entries using a proprietary scoring system. Each spirit will be evaluated on several factors; taste, appearance, aroma and commercial suitability.

All entries will be evaluated using double-blind organoleptic analysis to separate the finest distilled spirits from the pack. George Manska is the advisory council and inventor of the NEAT glass.

We are the most cost-effective International Spirits Competition

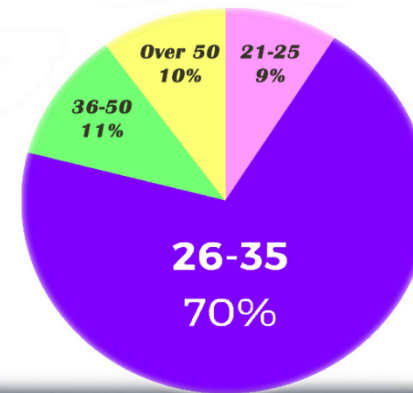
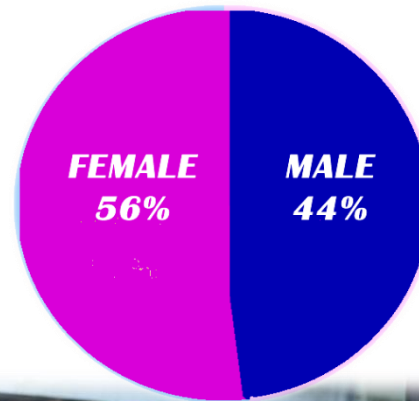
- *Design Awards are also judged at no additional cost*
- *Winning brands have full use of their medals and images*



DEMOGRAPHICS

- ❑ Attendee median age: 25-35 years;
- ❑ 56% of females purchased tickets while the event attendance is split 60/40;
- ❑ 63% of attendees have an annual household income of over \$100,000;
- ❑ 70% + of 2019 attendees have also attended in years past;
- ❑ 65% + Brands and sponsors return each year;
- ❑ Over 30% stay in a San Diego hotel during the weekend of the Festival.

Attracting over 4,000 spirits and culinary enthusiasts and industry tastemakers at the two-day event, the San Diego Spirits Festival appeals to an affluent consumer of Spirits, Culinary Aficionados, Bartenders, Chefs, Restaurateurs, Bar and Club owners, Media and bloggers, Distributors and Brand Owners.





MARKETING & PROMOTIONS

Ranch and Coast Magazine
Riviera Magazine
Visit San Diego
Voice of San Diego
San Diego Magazine
San Diego Reader
San Diego City Beat
San Diego Wine Tours
San Diego Community News
PACIFIC Magazine
The San Diego Union Tribune
Discover SD
Rage Monthly San Diego
Dining Out San Diego
Bird Rock Living Magazine
About Town Magazine
Social in San Diego
San Diego VIP's
The Pulse SD
The Nardcast

Today's San Diego Mama
Padres Yearbook
Navy Dispatch
LaJolla.com
La Jolla Mom
eLive Life
Vin Village
Fuerte Magazine
Filipino Press
101 Things To Do
In Land Empire
So Cal Pulse
San Diego PIX
North County Sun
La Prensa San Diego
LGBT Weekly
Event Setter
Easy Event Finder
Edible San Diego
Espresso Magazine
Eventful
Posters and Postcards

Regional and National

AAA Via Travel Magazine
Visit California
Nightclub & Bar Magazine
Chilled Magazine
Artisan Spirits Magazine
MicroShinner Magazine
Cheers Magazine
American Distilling Institute
Food & Wine Magazine
Santé Magazine
Beverage Industry News Magazine
National Food & Beverage Foundation
USA Today's Travel Experience Food & Wine
Difford's Guide
Local Wine Events
The Juice
Viator
Rush 49
South Bay Foodies
Bon Appetit
Travel Zoo

Gayot Events
Yelp
Thrillist
Where LA
Who Fish
SpinGo
Facebook Advertising
Bloggers & Influencers

Television & Radio

The CW 6
FOX 5 San Diego
KUSI
KPBS
KSDY TV
IHeart Media
Star 94.1
101 KGB
Rock 1053
Jamn 95.7

PR & SOCIAL MEDIA



The San Diego Spirits Festival appeared in several features and articles leading up to the event, the following are a few highlights:

Social media campaigns on Facebook to over **6,000** followers, **1,880** followers on Twitter, and **4,700** followers on Instagram. **Reach is to a Total of over 12,550 Social Followers Combined.**

6,500 LinkedIn connections

TV segment's CW 6, KUSI, and Fox 5 Several TV crews covered the event live. Over 50 live Radio Spots.

Over 10 press releases distributed.

Over 30 Newsletters to current database of over 12,000 opt in members

Online articles: USA Today's Travel Experience Food & Wine, Rage Monthly, San Diego Magazine, UT San Diego, Examiner, Food & Beverage Magazine, Discover SD, Coast News, The Nardcast, Pacific Magazine, City Beat, San Diego Downtown News, Thrillist, Where Magazine, Gayot, Ranch and Coast Magazine, Beverage Industry News, Who Fish, The Juice, Travel Zoo

Print newspaper and magazine: UT San Diego, Where Magazine, San Diego Magazine, San Diego Reader, San Diego Downtown News, San Diego City Beat, Pacific Magazine, Artisan Spirits Magazine, Ranch and Coast Magazine, Bon Appetit Magazine, Padres 50th Anniversary Book and more....

Over 50 online calendar postings: ABC 10 News San Diego, Discover SD, SpinGo, Eventful, FINE Magazine, Fox 5 San Diego, KPBS.org, Local Wine Events, CW 6 San Diego, Santé Magazine, South Bay Foodies, San Diego Magazine, UT San Diego, Yelp, and more.

PR Impressions = 30 million plus impressions



7,693
People Reached



7,230
People Reached



CONTACT US

The San Diego Spirits Festival has been host to many sponsors for product launches and extended brand exposure.

The educated, discerning consumer that attends the festival provides a multitude of marketing opportunities for Sponsors.

Trust us, you want to be aligned with us. Become a sponsor, and you will enjoy the benefits. We can customize a package to fit your brands needs

Liz Edwards: Festival Director ☎ 858.551.1605

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