



13th ANNUAL  
**2024**  
SAT • AUGUST 3

11:30-3:30 OLDTOWN SALINAS  
@ SALINAS CITY CENTER

Dear Friend of the Salinas Valley Food & Wine Festival,

After another sold-out event for three years running, our team is excited to host the Festival again this year in historic downtown Salinas. For 13 years the Festival has been dedicated to increasing the popularity of locally grown and crafted food and wine.

We hope you will join us by supporting the Festival through sponsorship. With the support of generous organizations and individuals like yours/you, the Salinas Valley Food & Wine Festival grows our unique food and wine culture – while raising funds to support worthwhile and important community nonprofit organizations. Funds from prior festivals have allowed us to donate to local non-profits including Hijos del Sol, Grower Shipper Foundation, Sun Street Centers, Soledad Junior ROTC, Santa Lucia Rotary Foundation, Downtown Streets Team, the Monterey Jazz Festival, and Dorothy's Place to name a few.

Enclosed you will find full details including our special offerings for our sponsors. Should you have any questions regarding our sponsorship opportunities, please contact us.

On behalf of the Salinas Valley Food & Wine Festival, we appreciate the opportunity to partner with you in showcasing our community!

See you in August!

  
Joel Panzer  
Event Chair

## SPONSOR COMMITMENT FORM NOTE FROM THE CHAIR

## CONTACTS

### Event Manager:

Jennifer Russell • (831) 521-4775  
[salinasvalleyfoodandwine@gmail.com](mailto:salinasvalleyfoodandwine@gmail.com)

### Sponsorship Processing Questions:

Krishna Patel • (831) 320-6802  
[kpgives82@yahoo.com](mailto:kpgives82@yahoo.com)

### Customized Sponsorships:

Joel Panzer • (831) 594-8200  
[joel@mwruck.com](mailto:joel@mwruck.com)

Salinas Valley Food & Wine Festival is an event of Ye Old Main Street Foundation Inc.  
501(C)3 #88-3205569

## SOCIAL MEDIA ACCOUNTS

-  [SalinasValleyFoodandWine.com](http://SalinasValleyFoodandWine.com)
-  Salinas Valley Food and Wine Event Page
-  @SalinasValleyFoodWine
-  @SVFoodAndWine

## HASHTAGS

**PRIMARY** #svfw #svfoodwine

**SECONDARY** #salinasvalley #oldtownsalinas  
#foodandwinefestival #montereycounty #SalinasCA

**SHAKE IT UP** #montereycountywine #foodie  
#cheers #wineloverslovesalinas #montereybay  
#winetasting #winelover #localart #breweries





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## SPONSOR COMMITMENTS

The Salinas Valley Food & Wine Festival is the only large-scale event dedicated to increasing the popularity of **locally grown and crafted food, wine, and beer** while raising funds to support worthwhile and important community **nonprofit organizations**.

With the support of generous sponsor organizations like YOU, **the Festival brings our community together to experience and celebrate the unique food & wine culture of the Salinas Valley.**

## SPONSORSHIPS

### Presenting

**\$10K CASH | \$20K IN-KIND**

- 30 sponsor event tickets
- Logo on Festival Program
- Logo and link on [Festival Website](#)

### CASH SPONSOR ADDITIONAL BENEFITS

- 10x10 exhibitor booth with banners
- Logo integration on Festival publicity
- Presenting reference on Festival publicity
- Banner in sponsor's area

### Banner Display

**\$5K CASH | \$10K IN-KIND**

- 15 sponsor event tickets
- Logo on Festival Program
- Logo and link on [Festival Website](#)
- Up to 2 banners prominently displayed in Festival footprint or Sponsor's Area

### Diamond

**\$2500 CASH | \$5K IN-KIND**

- 8 sponsor event tickets
- Logo on Festival Program
- Logo and link on [Festival Website](#)

### Platinum

**\$1K CASH | \$2K IN-KIND**

- 4 sponsor event tickets
- Mention on Festival Program
- Logo on [Festival Website](#)

### Gold

**\$500 CASH | \$1K IN-KIND**

- 2 sponsor event tickets
- Mention on Festival Program
- Mention on [Festival Website](#)

### Silver

**\$250 CASH | \$500 IN-KIND**

- 1 sponsor event tickets
- Mention on Festival Program
- Mention on [Festival Website](#)

## VISIBILITY SNAPSHOT

**Hundreds of ticket holders,** plus hundreds more partaking in free activities.

**Dozens of participating wineries & breweries** with opportunities to meet vintners and dozens of varieties to sample.

Plus **local restaurants, and produce companies** providing their **best tastings**.

## CUSTOMIZABLE SPONSORSHIPS

The Festival will customize a sponsorship package to meet your needs. We are seeking sponsors for the following needs **Wine Glasses, Lanyards, Printing & Misc Other Costs**. Contact Joel Panzer for additional information (831) 594-8200.





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**FOR ADDITIONAL INFORMATION  
OR QUESTIONS, PLEASE CONTACT  
THE FOLLOWING:**

**Processing Your Sponsorship:**  
Krishna Patel • (831) 320-6802  
[kpgives82@yahoo.com](mailto:kpgives82@yahoo.com)

**Customized Sponsorships:**  
Joel Panzer • (831) 594-8200  
[joel@mwruck.com](mailto:joel@mwruck.com)

**General Questions:**  
Jennifer Russell • (831) 521-4775  
[salinasvalleyfoodandwine@gmail.com](mailto:salinasvalleyfoodandwine@gmail.com)

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# SPONSOR Commitment Form

Company / Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

(CIRCLE ONE)

**Sponsorship Level:**

Cash

In-Kind

**Presenting Sponsor** - \$10,000 Cash | \$20,000 In-Kind

**Banner Display** - \$5,000 Cash | \$10,000 In-Kind

**Diamond Sponsor** - \$2,500 Cash | \$5,000 In-Kind

**Platinum Sponsor** - \$1,000 Cash | \$2,000 In - Kind

**Gold Sponsor** - \$500 Cash | \$1,000 In-Kind

**Silver Sponsor** - \$250 Cash | \$500 In-Kind

**Customized Sponsorship - CONTACT Joel to discuss:**

[joel@mwruck.com](mailto:joel@mwruck.com) | (831) 594-8200

**If you are a Cash Sponsor, how will you be making payment (CIRCLE ONE)?**

**Check enclosed:** Please make sponsorship/  
donation checks payable to "Salinas Valley Food  
& Wine" with "SV Food & Wine Festival" in the  
subject line and mail to: SVFW | 820 Park Row,  
#770 | Salinas, CA 93901-2406

**Invoice:**  
Check here if you  
need an invoice.  
One will be emailed  
to you.

**If you are an In-Kind Sponsor, what goods or services will you be providing?**

Do you have any **special requests?**