



## 2015 SUNSET SAVOR THE CENTRAL COAST SPONSORSHIP OPPORTUNITIES

*Ticket proceeds and sponsorships are considered donations to Visit San Luis Obispo County,  
a 501(c) 6 tourism organization promoting San Luis Obispo County*

[www.savorcentralcoast.com](http://www.savorcentralcoast.com)



## 2015 SUNSET SAVOR THE CENTRAL COAST

Visit San Luis Obispo County, a 501(c) 6 non-profit tourism organization, in partnership with Sunset Magazine proudly presents Sunset SAVOR the Central Coast. This four day experience showcases the beauty and bounty of our unspoiled coastal region and highlights the best of local winemakers, brew masters, chefs, artisan food purveyors, fisherman, farmers, and entrepreneurs across California and beyond. We invite you to consider becoming an integral part of this one of a kind annual event held in San Luis Obispo County, located halfway between Los Angeles and San Francisco.

Visit San Luis Obispo County's mission is to position, brand and promote San Luis Obispo County as a choice destination for regional, national and international visitors. Through our partnership with Sunset magazine, the leading guide to life in the West, Sunset SAVOR the Central Coast fully supports this mission.

SAVOR 2015 takes place, September 24-27 and will feature an opening night reception at Vina Robles, Adventure Tours throughout the county, evening events in picturesque settings, and the main event held at the historic Santa Margarita Ranch. The weekend long event attracts over 10,000 guests to the region, garners over 304.6 million media impressions and generates a \$4.48 million economic return to San Luis Obispo County. Your participation as a sponsor gives you the opportunity to utilize the SAVOR brand and outreach to help meet your marketing goals. While the sponsorship opportunities provide an outline of what's available, we look forward to customizing a package that best meets your needs.

*"Sponsorship provides a great means of broadening your competitive edge by improving your company's image, prestige and credibility by supporting events that your target market finds attractive. In recent years, corporate sponsorship has become the fastest growing type of marketing in the United States."*  
-MoreBusiness.com

### **About Visit San Luis Obispo County**

Visit San Luis Obispo County promotes San Luis Obispo County through advertising, marketing, public relations and group sales. Its membership base is comprised of over 500 tourism industry-related businesses including lodging properties, restaurants, wineries, golf courses and retail stores. Sunset SAVOR the Central Coast is produced and managed by the County's tourism marketing agency. For more information on Visit San Luis Obispo County, please go to [www.visitsanluisobispocounty.com](http://www.visitsanluisobispocounty.com).

### **About Sunset**

Sunset magazine was founded in 1898 and has become the premier guide to life in the West, covering the newest and best ideas in Western home design and garden, food and entertaining, and regional travel in 13 Western states. It is published in five zoned monthly editions--Pacific Northwest, Northern California, Southern California, Southwest and Mountain--showcasing the region's unique lifestyle and noteworthy destinations and inspiring its nearly five million readers to achieve the dream of living in the West. Sunset is part of the lifestyle group of magazines and websites published by Time Inc. [www.sunset.com](http://www.sunset.com)

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# 2015 SUNSET SAVOR THE CENTRAL COAST

## EVENT DETAILS

**Event:** Sunset SAVOR the Central Coast  
**Event Host Organization:** Visit San Luis Obispo County  
**Event Location:** San Luis Obispo County  
**Event Dates:** September 24 – 27, 2015

## 2015 SUNSET SAVOR THE CENTRAL COAST EVENTS

### **Strings at Sunset**

Thursday, September 24, 2015  
6:00pm - 9:00pm

An opening gala with dine around, Sunset International Wine Competition tasting, live music and dancing.

### **Adventure Tours**

Thursday & Friday, September 24-25, 2015  
10:00am - 2:00pm

Intimate immersion experiences at various county-wide locations. Adventure Tours connect the artisans, farms, and lifestyle opportunities of the Central Coast with guests in custom-designed tour packages. Includes lunch and wine.

### **Winemaker Dinners**

Friday, September 25, 2015  
6:00pm - 9:00pm

Creatively designed dining experiences hosted by San Luis Obispo County restaurateurs and wineries.

### **The Main Event**

Saturday & Sunday, September 26-27, 2015  
11:00am - 5:00pm

Wine and food tasting, lifestyle and adventure experiences, celebrity chef demos, winemaker seminars, all set at the historic Santa Margarita Ranch.



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# 2015 SUNSET SAVOR THE CENTRAL COAST

## ECONOMIC IMPACT and DEMOGRAPHICS

### 2014 SAVOR Event Overview

Total Event Attendees: **9,500**

Total Economic Impact: **\$4.48 million**

- Total Economic Impact from attendee spending: **\$1.15 million**
- Economic Impact from operations/preparation: **\$2.55 million**
- Economic Impact from Local Leavers: **\$0.783 million**
- Total dollars spent by attendees: **\$0.819 million**
- Estimated local sales tax generated: **\$73,106**
- Average length of guest stay was **2.31** days with an average party size of **3.68** persons
  - San Luis Obispo – 26.3%
  - Pismo Beach – 17.0%
  - Atascadero – 13.5%
  - Paso Robles – 11.1%

### Attendee Data:

- **61%** of attendees have an average household income **over \$100,000**
- **56%** of Attendees are **between 45 – 64** years of age; **33%** of Attendees are **between 25 – 44** years of age
- **36%** from out of county / **64%** San Luis Obispo County
- **5.36%** out of state (22 states represented plus Australia)
- **10.8%** from Southern CA / LA area
- **11.2%** from Bay Area
- **5%** from California Central Valley

### Public Relations Data:

- Total Media Impressions: **304,641,264 million**
- Publicity Value: **\$46.9 million**
- Media hosted: **27**
- Key publication coverage: Antelope Valley Press, LA Times, SF Chronicle, The Epoch Times, US Airways Magazine, San Jose Mercury News, Huffington Post, Vagabondish.com, Wanderlustandlipstick.com, About.com, Donnahup.com, Examiner.com, Two Guys From Napa, TasteTV.com, SF Eater, NBC Bay Area News, Via Magazine, CNBC, Blue Lifestyle Radio, Travel Planners Radio Show, Grape Encounters Radio, Quick Bite Ratio, CRN Radio, New Times SLO, San Luis Obispo Tribune and many more.

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# 2015 SUNSET SAVOR THE CENTRAL COAST

## SPONSORSHIP OPPORTUNITIES AT A GLANCE

Benefit	Sponsorship Level									
	Super Platinum	Platinum	Double Gold	Gold	Silver	Bronze	Adventure Tour	Seminar	SAVOR Champion	SAVOR Partner
Main Event Weekend Tix						6	2	2	4	2
Main Event Weekend VIP Tix	30	20	15	10	8					
VIP Parking	15	10	8	5	4					
Private Corporate Hospitality	For 20 guests									
Venue, Activity, or Special Event	X	X	X	X	X					
Special Event Tix	6	6	4							
Adventure Tour Tix							2			
Main Event Booth	10x20	10x10	10x10							
Program Ad	Full page color	Full page color	Full page color	½ page color						
Welcome Bag Insert	X	X	X	X						
VIP Amenity	X	X	X	X						
Demo Stage	X	X	X	X						
Seminar Tix	8	4								
Company Collateral to Seminar Attendees	X							X		
Company Collateral to Adventure Tour Attendees	X						X			
Marketing Collateral Logo	X	X	X							
Discounted Tix	X	X	X	X	X	X	X	X	X	X
Program Listing	X	X	X	X	X	X	X	X	X	X
Website	Logo & Link	Logo & Link	Logo & Link	Listing & Link	Listing & Link	Listing & Link	Listing & Link	Listing & Link	Listing & Link	Listing & Link
Thank You Ad	Logo	Logo	Logo	Listing	Listing	Listing	Listing	Listing	Listing	Listing

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# 2015 SUNSET SAVOR THE CENTRAL COAST

## SPONSORSHIP OPPORTUNITIES

With your investment in Sunset SAVOR the Central Coast, all sponsors receive our **SAVOR Marketing Package** which includes:

- Your Company name listed in the event program
- Your Company name listed with hotlink to company site on the SAVOR website
- Your Company name listed in the local thank you advertisement
- Option to purchase the same quantity of Main Event passes in this package at 20% off

### **SAVOR PARTNER**

Entry level sponsorship where your company experiences enhanced business exposure all while enjoying the activities during the Main Event.

**Investment:** \$1,000

**Benefits:**

- Two (2) – Main Event Weekend Passes
- SAVOR Marketing Package

### **SAVOR CHAMPION**

**Investment:** \$2,500

**Benefits:**

- Four (4) – Main Event Weekend Passes
- SAVOR Marketing Package

### **SEMINAR SPONSOR**

When you become a Seminar Sponsor your product will be showcased within a smaller setting of up to 100 guests during seminars held in various locations at the Main Event. This is a great opportunity to target your preferred market throughout the event weekend. **Note:** *Seminar content is developed by SAVOR.*

**Investment:** \$2,500 *per seminar*

**Opportunities:** Chef Central Seminars, Winemaker Central Seminars, Travel & Adventure Stage Presentations, or CA GROWN Demo Stage Presentations

**Benefits:**

- Two (2) – Main Event Weekend Passes
- Two (2) – Sponsor tickets for the selected seminar
- Distribution of one (1) piece of collateral to participants of selected seminar
  - Winemaker Central Seminars: 50 participants
  - Chef Central Seminars: 100 participants
  - Travel & Adventure Presentations: 50 participants
  - CA Grown Pavilion Presentations: 100 participants
- SAVOR Marketing Package

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# 2015 SUNSET SAVOR THE CENTRAL COAST

## ADVENTURE TOUR SPONSOR

For those with an adventurous spirit here is an opportunity to provide an intimate and unique experience for SAVOR attendees. The tours connect attendees with the people, places and products of San Luis Obispo County.

**Investment:** \$5,000 *per tour (includes cash sponsorship fee of \$3,000 and costs associated with hosting the tour)*

### **Benefits:**

- Highlight your company in a unique, interactive way to a small group
- Two (2) – Sponsor tickets for the selected Adventure tour
- Two (2) – Main Event Weekend Passes
- Distribution of one (1) piece of collateral to tour participants
- SAVOR Marketing Package

## BRONZE SPONSORS

**Investment:** \$5,000

### **Benefits:**

- Six (6) – Main Event Weekend Passes
- SAVOR Marketing Package

## SILVER SPONSORS

**Investment:** \$10,000

### **Benefits:**

- Sponsorship of specific venue or activity within the Main Event. See Additional Sponsor Opportunity List for specifics.
- Eight (8) – Main Event Weekend Passes with VIP Access
- Four (4) – VIP Parking Passes for the Main Event
- SAVOR Marketing Package

## GOLD SPONSORS

**Investment:** \$15,000

### **Opportunities:**

*(Choice of one opportunity below or refer to the Additional Sponsor Opportunity List)*

- Lanyard Sponsor
- Media Tent Sponsor
- VIP Tent Sponsor

### **Benefits:**

- Ten (10) – Main Event Weekend Passes with VIP Access plus five (5) – VIP Parking Passes
- Opportunity to present 30-45 minute seminar on a Demonstration Stage
- Opportunity to include brochure/gift item included in SAVOR Main Event Welcome Bag (7,500 pieces)
- One (1) half page ad in the Event Program
- One (1) 5x5 booth at the Main Event
- SAVOR Marketing Package

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## 2015 SUNSET SAVOR THE CENTRAL COAST

Double Gold, Platinum, and Super Platinum levels sponsorship receive our enhanced **SAVOR Marketing Package** including:

- Company logo printed in the event program
- Company logo printed in the local thank you ad
- Company logo with hotlink on the SAVOR website
- Company logo on SAVOR advertisements and main event signage
- Option to purchase the same quantity of Main Event passes in this package at 20% off

Double Gold and above sponsors also have the opportunity to sponsor a SAVOR venue (based on availability) including:

**Chef Central, Winemaker Central, Estrada Garden, Central Coast Pavilion, Travel & Adventure Stage, Entrance Pavilion, or Marketplace**

### **DOUBLE GOLD SPONSORS**

**Investment:** \$25,000

**Benefits:**

- Fifteen (15) – Main Event Weekend Passes with VIP Access
- Eight (8) – VIP Parking Passes for the Main Event
- Four (4) – Tickets to Strings at Sunset
- Opportunity to present 30-45 minute seminar on a Demonstration Stage
- Opportunity to include brochure/gift item included in SAVOR Main Event Welcome Bag (7,500 pieces)
- Opportunity to include brochure/gift item as a SAVOR VIP amenity (500 pieces)
- One (1) full page color ad in the Event Program
- One (1) 10' by 10' booth at the Main Event

### **PLATINUM SPONSORS**

**Investment:** \$50,000

**Opportunities:**

- Sponsor Strings at Sunset or we will work directly with you to create a partnership and experience to encompass your marketing priorities.

**Benefits:**

- Thirty (30) – Main Event Weekend Passes with VIP Access
- Fifteen (15) – VIP Parking Passes for the Main Event
- Six (6) – Tickets to a Special Event
- Opportunity to present 30-45 minute seminar on a Demonstration Stage
- Four (4) – Tickets to a Winemaker Central or Chef Central Seminar of your choice
- Opportunity to include brochure/gift item included in SAVOR Main Event Welcome Bag (7,500 pieces)
- Opportunity to include brochure/gift item as a SAVOR VIP amenity (500 pieces)
- One (1) full page color ad in the Event Program
- One (1) 10' by 10' booth at the Main Event with name on event map

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## 2015 SUNSET SAVOR THE CENTRAL COAST

### SUPER PLATINUM SPONSORS

**Investment:** \$75,000 plus

**Opportunities:**

- Please refer to the Sponsor Opportunities list for sponsorship ideas.
- We will work directly with you to create a partnership and experience to encompass your marketing priorities.

**Benefits:**

- Thirty (30) – Main Event Weekend Passes with VIP Access
- Fifteen (15) – VIP Parking Passes for the Main Event
- Six (6) – Tickets to a Special Event
- Eight (8) – Tickets to a Winemaker Central or Chef Central Seminar of your choice
- Opportunity to present 30-45 minute seminar on a Demonstration Stage
- Distribution of one (1) piece of collateral to participants of a selected seminar
  - Winemaker Central Seminars: 50 participants
  - Chef Central Seminars: 100 participants
- One (1) full-page color ad in the event program (*Premium Placement*)
- Opportunity to include brochure/gift item included in SAVOR Main Event Welcome Bag (7,500 pieces)
- Opportunity to include brochure/gift item as a SAVOR VIP amenity (500 pieces)
- One (1) 10' by 20' booth at the Main Event with name on event map

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## 2015 SUNSET SAVOR THE CENTRAL COAST

### **ADDITIONAL SPONSORSHIP OPPORTUNITIES**

Enhance your sponsorship with a variety of additional opportunities. These are available to sponsors at a variety of levels to enrich the partnership experience. Inquire to learn how your business can gain additional exposure throughout the event weekend.

- Adventure Tour Sponsor
- Chef Central Seminar Sponsor at the Main Event
- Winemaker Central Seminar Sponsor at the Main Event
- Demonstration Sponsor at the Main Event
- First Aid Station Sponsor
- Heavy Machinery Sponsor
- Lanyard Sponsor
- Main Event Welcome Bag Sponsor
- Media Tent Sponsor
- Special Event Sponsor
- Stemware Sponsor for a Special Event
- Stemware Sponsor for the Main Event - *\$35,000 sponsorship levels and above*
- Train Sponsor at the Main Event
- Transportation Sponsor
- Venue Sponsor for Chef Central at the Main Event
- Venue Sponsor for the Marketplace at the Main Event
- Venue Sponsor for Winemaker Central at the Main Event
- Travel & Adventure Stage
- VIP Lounge Sponsor
- School Garden Sponsor
- Sanitation Sponsor

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