



2024
**SPONSORSHIP &
EXHIBITOR DECK**

15TH ANNUAL

OCTOBER 19-20, 2024

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, increasing your brand's profile among this key demographic.

Sponsorship opportunities available at the San Diego Spirits Festival are endless. We can discuss ideas to best suit the needs and budget of any brand or company and work closely 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, the annual San Diego Spirits Festival has brought the best of the craft cocktail scene and is the pinnacle cocktail and cultural extravaganza celebrating mixology and all things spirits.

- ✓ Declared “one of the best cocktail festivals in America” by *Fodors Travel Guide*
- ✓ Voted “Must-Try Festival of the Year” by *Premier Traveler*
- ✓ Named Best Cocktail Festival from 2016-2023 by *LUX International*

Now in its 15th 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 America’s most trend-setting cities.

San Diego is more than just sun, sand and beach life. With a nationally prominent nightlife scene and 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 on average spend \$1,112 on alcohol each year, easily catapulting the metro area to No. 1.





VENUE – Museum Contemporary Art La Jolla

The major renovation and expansion of the Museum of Contemporary Art San Diego in La Jolla is amazing! MCASD's flagship location at 700 Prospect St. in La Jolla has undergone a \$200 million renovation and expansion with the design and direction of Annabelle Selldorf of Selldorf Architects.

The museum was closed since 2017 for the major construction. It has doubled its size, quadrupled its gallery area, renovated 28,000 square feet of existing space, and added outdoor spaces meant to connect the institution more cohesively to its community.

The San Diego Spirits Festival has taken full advantage of this magnificent local asset, taking the cocktail industry significantly upmarket. Brands will have the opportunity to present and align their products immersed amongst cutting edge contemporary art. The unique setting is comprised of both indoor and outdoor spaces with magnificent views of the adjacent La Jolla coast.

- 5 amazing settings: Axline Main Entrance; Coast Room; Jacobs Hall; Jacobs Terrace; Coast Terrace





INTERNATIONAL SPIRITS COMPETITION



Cost to enter is \$290 per bottle entry.
Deadline to enter August 12, 2024

The 2024 San Diego Spirits Festival International Bottle Competition is open for entries from emerging craft distillers, American merchant bottlers and large distillers alike; and it is open to all classes of spirits, domestic and international – whiskey, bourbon, gin, brandy, vodka, rum, agave spirits, liqueurs and ready to drink (RTD). The competition brings renowned experts from the worlds of spirits and hospitality together to determine the best tasting spirits in a blind analysis, the double-blind competition is based on a 100-point scale the competition will be held **August 31st, 2024**.

A highly-qualified panel of spirits judges evaluate the entries using a proprietary scoring system the competition brings renowned experts from the world of spirits and hospitality together to determine the best tasting spirits in a blind analysis. Each spirit is evaluated on several factors; taste, appearance, aroma and commercial suitability.

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

The integrity of San Diego Spirits Festival International Spirits Competition starts with the quality and expertise of our Esteemed Judges, who, have a wide variety of experiences and backgrounds which facilitates a true and unbiased judging of all the brands that have entered. Our judges are free of any ties to specific brands, they include distributors, educators and bartenders.

We pride ourselves in being 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

THE
SECRET IS
IN THE
SWIRL

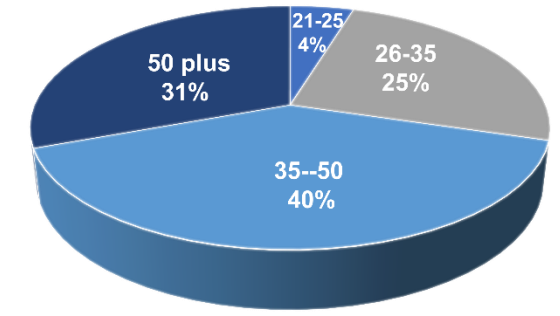
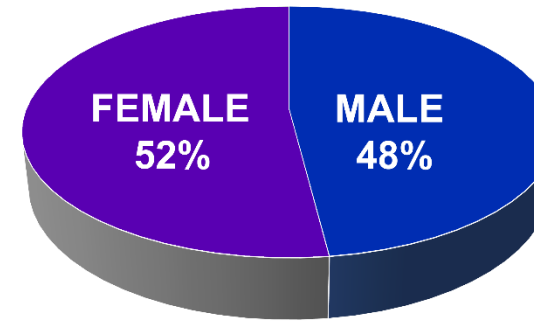


#SIPPINGITNEAT



DEMOCRAPHICS

- Attendee median age range: 30-50 years;
- 52% are female and 48% are male;
- Attendees consider themselves connoisseurs;
- 70% of 2022 attendees were from La Jolla;
- Median annual household income is over \$150,000;
- 65% + Brands and sponsors return each year;
- Over 30% stay in a La Jolla hotel during the weekend of the Festival.



Attracting over 2,000 spirits & 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
Modern Luxury Magazine
La Jolla Merchants Association
Visit San Diego
Voice of San Diego
San Diego Magazine
San Diego Reader
San Diego Wine Tours
San Diego Community News
PACIFIC Magazine
The San Diego Union Tribune
Discover SD
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
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 Travel Magazine
Visit California
Tequila Aficionado Magazine
Nightclub & Bar Magazine
Chilled Magazine
Artisan Spirits 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/Instagram 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 appears in several features and articles leading up to the event, the following are a few highlights:

CW 6, KUSI, Fox 5 and other local stations have covered the event live, plus over 100 live radio spots.

More than 10 press releases distributed.

More than 30 newsletters to current database of **13,500+ opt-in subscribers**

Online articles: USA Today's Travel Experience Food & Wine, Tequila Aficionado, San Diego Magazine, UT San Diego, Examiner, Food & Beverage Magazine, Discover SD, Coast News, The Nardcast, Pacific Magazine, 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, Tequila Aficionado Magazine, Where Magazine, San Diego Magazine, San Diego Reader, San Diego Downtown News, Pacific Magazine, Artisan Spirits Magazine, Ranch and Coast Magazine, Modern Luxury Magazine, Bon Appetit Magazine, La Jolla Light, Coast News Group and more.

Social media campaigns on Instagram to 4,600 followers, on Facebook to 6,000 followers, 1,880 followers on Twitter.

Reach is to a Total of over 12,550 Social Followers Combined.

6,700 LinkedIn connections

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.

Reaching over 30 million+ impressions!

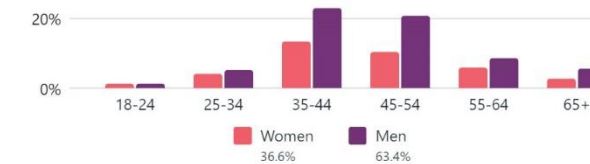


Audience ⓘ

Facebook Page followers ⓘ

5,960

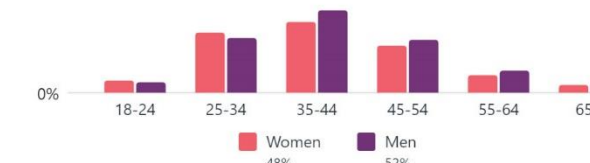
Age & gender ⓘ



Instagram followers ⓘ

4,626

Age & gender ⓘ



CONTACT US

The San Diego Spirits Festival has hosted many sponsors for product launches and extended brand exposure. The educated and discerning consumer that attends the festival provides a multitude of marketing opportunities for sponsors.

We encourage all companies, regardless of size, to consider a sponsorship to expand your presence in the ever-growing industry marketplace. In addition to increasing your company's profile among this key demographic, the San Diego Spirits Festival offers opportunities for networking and client engagement against the backdrop of the beautiful La Jolla coastline.

Sponsorships are available at many investment levels. Please contact us to create a custom sponsorship opportunity or package that fits your needs. **Whatever your budget or brand size, we will work with you to get the most return and best experience for your involvement!**

Liz Edwards: Festival Founder/Director

✉ Liz@SanDiegoSpiritsFestival.com ☎ 858-531-7507



CLICK TO PLAY VIDEOS

**WE ARE NOT ABOUT TRESTLE TABLES -
WE ARE ABOUT CREATING
A UNIQUE EXPERIENCE FOR EVERYONE**

