



**2025**  
**SPONSORSHIP &  
EXHIBITOR DECK**

**16TH ANNUAL**

**SEPTEMBER 27-28, 2025**

**SAN DIEGO SPIRITS FESTIVAL**



# ABOUT THE FESTIVAL

The San Diego Spirits Festival is a premier destination event that attracts influential members of the spirits and culinary industries, media representatives, bloggers, and affluent consumers over two exciting days. Elevate your brand's visibility among this valuable audience by becoming a festival sponsor.

With a wide array of sponsorship opportunities, we can tailor solutions to fit your brand's goals and budget, working closely with you to ensure maximum exposure and impact.

- ✓ 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 its inception in 2009, the San Diego Spirits Festival has showcased the best of the craft cocktail world, emerging as the ultimate celebration of mixology and spirits culture. Recognized as "one of the best cocktail festivals in America" by *Fodor's Travel Guide*, named a "Must-Try Festival of the Year" by *Premier Traveler*, and awarded *LUX International's* Best Cocktail Festival from 2016 to 2023, the festival has become a landmark event.

Now in its 16th year, the San Diego Spirits Festival has grown into one of the largest cocktail festivals in the USA and a signature experience for the vibrant, trend-setting city of San Diego.

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 Museum of Contemporary Art San Diego in La Jolla has been transformed by a remarkable \$200 million renovation and expansion, led by renowned architect Annabelle Selldorf of Selldorf Architects. The museum, located at 700 Prospect St., closed in 2017 to undertake this ambitious project, which has now doubled its overall size, quadrupled its gallery space, renovated 28,000 square feet of existing areas, and introduced outdoor spaces that foster deeper connections with the surrounding community.

The San Diego Spirits Festival proudly utilizes this extraordinary venue, elevating the cocktail industry to new heights. Set amidst cutting-edge contemporary art, brands have the opportunity to showcase their products in both indoor and outdoor spaces with sweeping views of the La Jolla coast, creating a truly unique and sophisticated experience.

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





# INTERNATIONAL SPIRITS COMPETITION



Cost to enter is \$295 per bottle entry.  
Deadline to enter August 1st, 2025

The 2025 San Diego Spirits Festival International Bottle Competition invites entries from emerging craft distillers, American merchant bottlers, and established large distillers, welcoming all spirit categories—domestic and international—including whiskey, bourbon, gin, brandy, vodka, rum, agave spirits, liqueurs, and ready-to-drink (RTD) offerings. This prestigious competition unites esteemed experts from the spirits and hospitality industries to evaluate entries in a rigorous, double-blind tasting format.

The competition, held on **August 23, 2025**, will be judged on a 100-point scale by a distinguished panel of spirits experts. Using a proprietary scoring system, these renowned judges from the spirits and hospitality industries will conduct a double-blind organoleptic analysis to identify the highest-quality entries. Each spirit is carefully assessed based on taste, appearance, aroma, and commercial suitability, ensuring a comprehensive evaluation of all entries.

Guided by advisory council member George Manska, the inventor of the NEAT glass, the competition upholds rigorous standards to highlight the most exceptional distilled spirits

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*

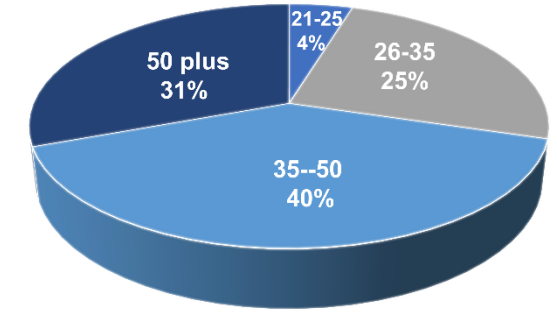
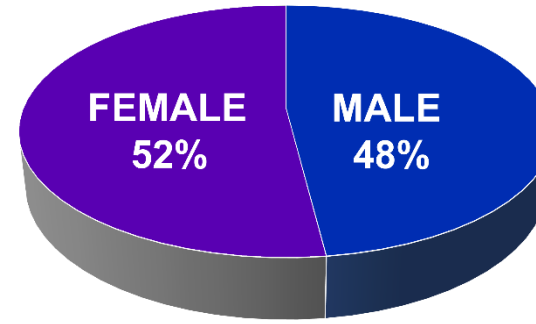
- *Design Awards are also judged at no additional cost*
- *Winning brands have full use of their medals and images*





# DEMOGRAPHICS

- 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.



The San Diego Spirits Festival draws over 2,000 discerning spirits and culinary enthusiasts, as well as industry leaders. Attracting an affluent audience that includes connoisseurs, bartenders, chefs, restaurateurs, bar and club owners, media and bloggers, distributors, and brand owners, the festival offers unparalleled networking and brand exposure opportunities within the spirits and culinary sectors.





# 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  
Discover La Jolla  
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  
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, Bar Magazine, Gayot, Ranch and Coast Magazine, Beverage Industry News, Who Fish, The Juice, La Jolla Merchants Association, Discover La Jolla, Pub Club, Booze Biz, McFarlane, Vanguard Culture, John Olson Podcast, Reader and more.

**Print newspaper and magazine:** UT San Diego, Tequila Aficionado Magazine, Bar 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, La Jolla Living Magazine, Reader and more.

Social media campaigns on Instagram to 4,800 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, Modern Luxury Magazine, Fox 5 San Diego, KPBS.org, Local Wine Events, CW 6 San Diego, Santé Magazine, Ranch & Coast Magazine, South Bay Foodies, San Diego Magazine, UT San Diego, Who Fish, and more.

*Reaching over 30 million+ impressions!*

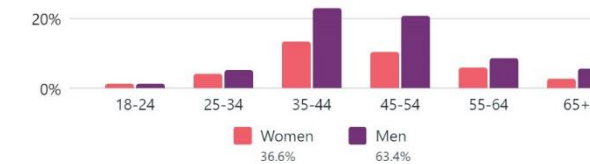


Audience ⓘ

Facebook Page followers ⓘ

5,960

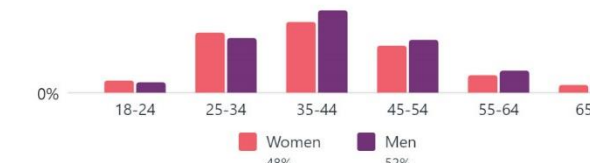
Age & gender ⓘ



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](mailto:Liz@SanDiegoSpiritsFestival.com) ☎ 858-531-7507

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

[CLICK TO PLAY VIDEOS](#)

