2027 SPONSORSHIP & EXHIBITOR DECK

All the photos in the Presentation are Attendees of the San Diego Spirits Festival

18TH ANNUAL

SEPTEMBER 11-12, 2027

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 VISIBILTY TO MEET YOUR UNIQUE BRAND GOALS.



ABOUT THE FESTIVAL continued

Since its inception in 2008, 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 18th 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.



San Diego SPIRITS Festival

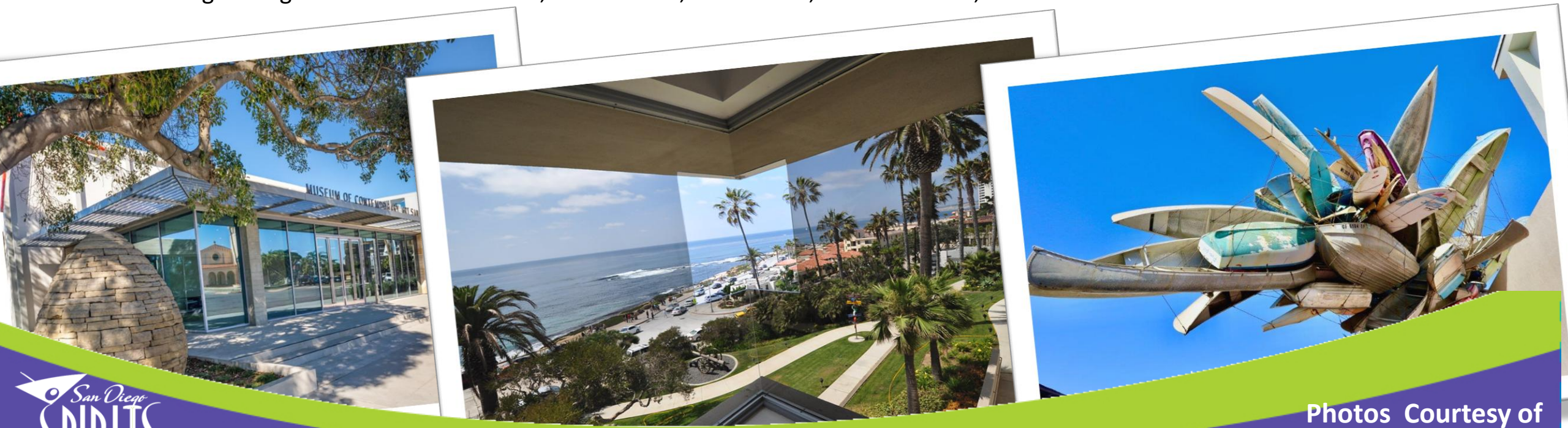
It is truly an event not to be missed!

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



Photos Courtesy of
Museum of Contemporary Art San Diego

INTERNATIONAL SPIRITS COMPETITION











Cost to enter is $295 per bottle entry.
Deadline to enter August 10th, 2027
Enter Here: TheDataStill.com

The 2027 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 21, 2027,** 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.

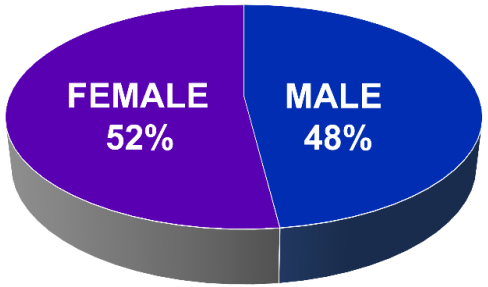


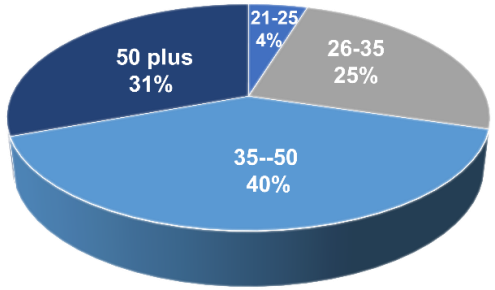
We pride ourselves in being the most cost-effective International Spirits Competition

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

San Diego SPIRITS Festival

DEMOGRAPHICS





- Attendee median age range: 30-50 years;
- 52% are female and 48% are male;
- Attendees consider themselves connoisseurs;
- 70% of 2025 attendees were from La Jolla;
- Median annual household income is over $150,000;
- 75% + 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**

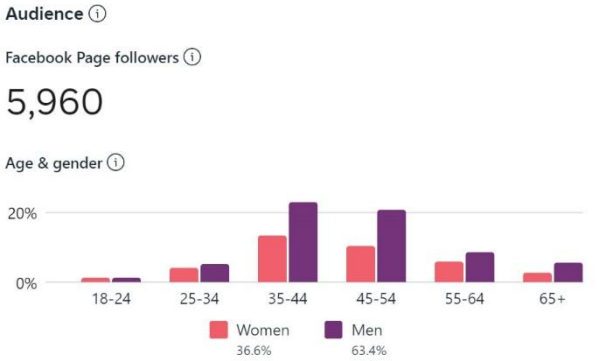
Online articles: USA Today's Travel Experience Food & Wine, Tequila Aficionado, San Diego Magazine, UT San Diego, Examiner, Food & Beverage Magazine, Discover SD, Coast News, The Nardcast, Pacific Magazine, San Diego Downtown News, Thrillist, Where Magazine, Bar Magazine, Gayot, Ranch and Coast Magazine, 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.

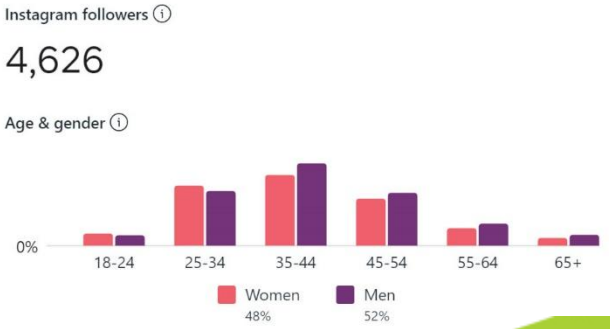
Print newspaper and magazine: UT San Diego, Tequila Aficionado Magazine, Bar Magazine, Where Magazine, San Diego Magazine, San Diego Reader, San Diego Downtown News, Pacific Magazine, Artisan Spirits Magazine, Ranch and Coast Magazine, Modern Luxury Magazine, Bon Appetit Magazine, La Jolla Light, Coast 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!





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!**

CLICK TO PLAY VIDEOS

Liz Edwards: Festival Founder/Director

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

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

