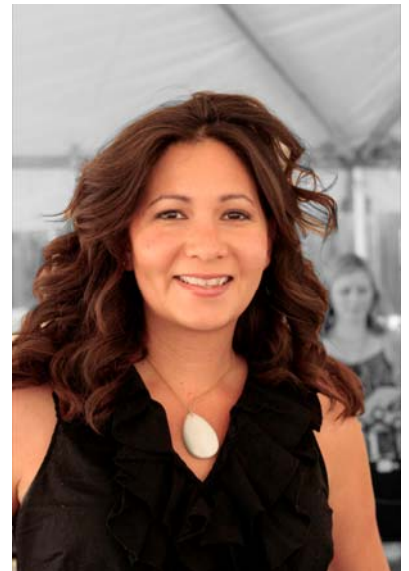


Central Coast Vineyard Team's

# EARTH DAY FOOD & WINE FESTIVAL

Grand Tasting | April 21, 2012 | 1:00 - 5:00 p.m.  
Pomar Junction Vineyard & Winery, Central Coast, CA

## Participant Application



# EARTH DAY FOOD & WINE FESTIVAL

The 6th annual Earth Day Food & Wine Festival is a weekend celebration at locations throughout the Central Coast. The feature event is held on Saturday afternoon with over 250 purveyors of award-winning, sustainably-produced food and wine. Growers, vintners, and chefs come together to serve delicious, one-of-a-kind dishes made with locally sourced fruits, vegetables, meats, cheeses, olive oils, and more. Guests enjoy live music, a silent auction, unlimited samples of local cuisine, and a chance to meet the farmers who grow great food and wine while nurturing a healthy environment.

The Earth Day Food & Wine Festival is a zero waste event; in 2011 the event produced only 1.75 lbs of trash for over 1,000 attendees, provided shuttles to 50% of the guests, solar powered the entertainment stage, and provided all compostable and recyclable supplies.

## ATTENDEE DEMOGRAPHICS

### Gender

Male .....44%  
 Female .....56%

### Age

58% are between the ages of 41 and 59.

21-26 .....2.3%  
 27-40 .....20.9%  
**41-59 .....58.1%**  
 60+ .....18.6%

### Household Income

73% have household income greater than \$75K per year.

\$35,000 - \$74,000 .....27.5%  
**\$75,000 - \$100,000 .....30.0%**  
 \$101,000 - \$149,000 .....27.5%  
 \$150,000+ .....15.0%

### Education

95% have a college degree or higher.

High School .....4.7%  
**College .....62.8%**  
 Post Graduate .....32.6%

### Residence

63% live in San Luis Obispo County, with 24% residing south of SLO County.

**SLO County .....63%**  
 Non-SLO County .....37%

San Luis Obispo .....63%  
 Southern California .....19%  
 Northern California .....6%  
 Santa Barbara .....5%  
 Outside of CA .....4%  
 Monterey .....2%  
 Central Valley .....1%

## ADVERTISING & PROMOTIONS

The Earth Day Food & Wine Festival is promoted nationally and regionally, and it is supported by both small and large business. In 2011 there were over 5.5 million impressions in television, radio, print, and online advertising.

### Print

American Vineyard Magazine  
 Atascadero News  
 Central Coast Magazine  
 E - The Environmental Magazine  
 Edibles San Luis Obispo  
 Hope Dance  
 Living Here  
 MENUS  
 Natural Life Magazine  
 New Times  
 Paso Robles Magazine  
 SLO City News  
 Solstice Green Directory  
 Telegram Tribune  
 Westways  
 Wine Country This Week

### Online

CWA  
 Casa Festiva  
 Eco-Logical  
 Hope Dance  
 Our Planet  
 The Juice  
 SLO VCB  
 Tasteforlife.com  
 Online Calendars - 50 sites

### Other Promotions

Event Posters - 500 distributed  
 Electronic outreach - 8K/month  
 PRWCA Newsletter  
 Templeton Farmers Market

### Postcard Distribution - 30K

Direct Mail  
 Wine Club Shipments  
 Events/Farmers Markets  
 Visitors Centers  
 Metropolitan Wine Bars

### Radio

KKAL  
 KIQO  
 KCBX  
 KJUG  
 KVEC  
 KZOZ

### Television

KCOY

# EVENT PARTICIPANTS

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The 2011 Earth Day Food & Wine Festival had over 100 booths and hosted over 250 vendors.

## Wineries

August Ridge Vineyards  
Cass Winery Cafe & Catering  
Castoro Cellars  
Central Coast Brewing  
Chamisal Vineyards  
Chronic Cellars  
Clavo Cellars  
Clayhouse Wines  
Clesi Wines  
Derby Wine Estates  
Edward Sellers Vineyards & Wines  
Hahn SLH Winery/Smith & Hook Winery  
Halter Ranch Vineyard  
J Lohr Vineyards & Wines - Paso Robles  
Jack Creek Cellars  
JK Wine Company  
Laetitia Vineyard & Winery  
Lincourt Vineyards  
Lone Madrone Winery  
McIntyre Vineyards  
Meridian Vineyards  
Michaud Vineyard  
Mitchella Vineyard & Winery  
Nectar Ales  
Niven Family Wine Estates  
Paraiso Vineyards  
Peachy Canyon Vineyard  
Pear Valley Vineyard  
Pomar Junction Vineyard & Winery  
Ranchita Canyon Vineyard  
Ridge Vineyards  
Riverbench Vineyard and Winery  
Saxum Vineyards  
Scheid Vineyards  
Still Waters Vineyard  
Tablas Creek Vineyard  
Tint Wines  
Tolosa Winery  
Treana & Hope Family Wines  
Wild Horse Winery & Vineyards  
Windward Vineyard  
Wolff Vineyards  
Zenaida Cellars

## Food Artisans

15 Degrees C Wine Shop and Bar  
Artisan  
Artisana Nut Butters  
Bon Temps Creole Cafe  
Cal Poly Organic Farm  
California Vegetable Specialties  
Carriage Estates  
Cass Winery Cafe & Catering  
Catering by Chef Charlie  
Central Coast Seafood  
Chaparral Gardens  
Charter Oak Style Meats  
Chino's Rock & Tacos  
Dairy Goddess  
DCS Catering  
Dining with Andre  
Dos Pasos Ranch  
Dragon Spring Farm  
Dream Dinners  
Fig Good Food  
Happy Acres  
Hospitality Catering  
Il Cortile Ristorante  
It's a Wrap and More Catering Services  
Just Baked SLO  
Luna Red  
Lundberg Family Farms  
McPhee's Grill  
Morro Creek Ranch  
Mortar & Pestles  
Nan's Gourmet - Pastamore'

Nature's Touch Nursery & Harvest  
Nick Ranch Gourmet Beef  
North County Farmer's Market  
Novo Restaurant and Lounge  
Ohana Spice Trading Company  
Old Creek Ranch  
OLEA FARM Olive Oil  
Olio Nuevo  
Ooh La La Mud Fudge  
Pasolivo Olive Oil  
Perez, Damien  
Pier 46 Seafood  
Pithy Little Wine Co.  
Porter's Truck on the Go  
R Johnson Farms  
Ray's Own Brand  
Rocky Canyon Produce  
SanTasti, Inc.  
Spice of Life  
Splash Cafe  
Superior Farms  
Sweet Earth Chocolates  
Tenth Street Basque Cafe  
Testa Catering  
The Joycup Co.  
Thomas Hill Organics Bistro  
Trader Joes, Templeton  
Trumpet Vine Catering  
Two Cooks Catering  
Two Little Birds Bakery  
Villa Creek  
Vivant Fine Cheese  
Windrose Farm  
Zen Lemonade

## Exhibitors

All You Need Is Wine LLC  
Artistic Woodcrafts  
County of San Luis Obispo - Energy  
Watch Partnership  
Danmer Custom Shutters  
Debbie Douglas Designs  
Green Building Pages  
Green Goods  
Limberg LASIK Institute  
Marketing Solutions  
North County Compost  
One Cool Earth  
Ormonde & Associates Real Estate  
Peaceful Moments by Sharon Rae  
Sage Ecological Landscapes  
Scudder Solar Energy Systems  
Solarponics  
SunPower Corporation  
Templeton Chamber of Commerce  
Upscale Resale Boutique  
US Green Building Council C4  
Vine Street Apparel  
Vinotherapy Studios

## Totes

Artisana Nut Butters  
Blue Diamond Growers  
Bob's Red Mill  
Burgard Iris Farm  
Castoro Cellars  
Dry Soda  
Eden Foods  
Edward & Sons Trading Company  
KIND Healthy Snacks  
Kiss My Face  
Ohana Spice Trading Company  
Oluv Skin  
Pomar Junction Vineyard & Winery  
SunPower Corporation  
Vintages - The Tribune  
Wine and Spirits Magazine

## Auction Donors

Ann & George's B & B

## ANTHROPOLOGIE

Atascadero Wine Festival Committee  
Avila Beach Golf Resort  
Best Western Colony Inn  
Burgard Iris Farm  
Cal Poly Arts  
Castoro Cellars  
Cayucos Sunset Inn  
Central Coast Outdoors  
Central Coast Wine Classic  
Chamisal Vineyards  
Chaparral Gardens  
Chronic Cellars  
Clayhouse Wines  
Debbie Douglas Designs  
Derby Wine Estates  
Dragon Pearl Tea  
Eco-Footprints  
Edward Sellers Vineyards & Wines  
Embassy Suites - San Luis Obispo  
Finley Family Nursery  
Firestone Walker Brewing Company  
First Crush Winemaking  
Grapeline Shuttle  
Green Mountain Coffee  
Hahn SLH Winery/Smith & Hook Winery  
Hearst Castle  
Halter Ranch Vineyard  
Hempshak  
Hospice du Rhone  
Hunter Ranch Golf Course  
Idlers, Inc.  
Il Cortile Ristorante  
J Lohr Vineyards & Wines - Paso Robles  
Jack Creek Cellars  
Lavender Inn  
Lincourt Vineyards  
Lone Madrone Winery  
Meridian Vineyards  
Mitchella Vineyard & Winery  
Monterey Bay Aquarium  
Monterey County Vintners & Growers Association  
Nick Ranch Gourmet Beef  
Novo Restaurant and Lounge  
Ohana Spice Trading Company  
Olio Nuevo  
Ooh La La Mud Fudge  
Pacific Vineyard Company  
Paso Robles Wine Country Alliance  
Pasolivo Olive Oil  
Patagonia  
Peet's Coffee  
Pier 46 Seafood  
Pomar Junction Vineyard & Winery  
Ranchita Canyon Vineyard  
Ridge Vineyards  
Riverbench Vineyard and Winery  
San Luis Obispo Symphony  
SeaScapes Jewelry Design  
SLO Chai  
SLO Little Theatre  
Sycamore Mineral Springs Resort  
Tablas Creek Vineyard  
Tenaya Lodge at Yosemite  
The Joycup Co.  
The Oaks at Ojai  
The Palm Theatre  
The Wine Wrangler  
Thomas Hill Organics Bistro  
Tolosa Winery  
Treana & Hope Family Wines  
Two Little Birds Bakery  
Whitney Elizabeth Portraiture  
Wild Horse Winery & Vineyards  
Zada Salon and Spa  
Zenaida Cellars

# WHAT PEOPLE HAVE TO SAY

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## TICKETHOLDERS

- 99% said they would recommend the event to others.
- Regarding the quality of the event, in every category (food, wines, exhibitors, etc.), the VERY GOOD response (the highest score) received the highest number of votes.

*"The best epicurean festival I have been to in years. Great balance of food and wine!"*

*"It was a wonderful event! I brought a friend for their first event and she LOVED it. We both had a great time and thought it was a fantastic event. Great job!!"*

*"There is great food and wine. You get to interact with the chefs and winemakers, to some extent. It was at a beautiful venue, in a casual and comfortable setting. SIP is promoted and CCVT is supported by the event!"*

*"Great food & wine! It's one of our most favorite events! Can't wait until next year!"*

*The Earth Day Food and Wine Festival is one of the premiere culinary events in San Luis Obispo County! And that is saying a lot, because we have become a hot spot of California food and wine events."*

## VENDORS

- 71% expect new customers as a result.
- 76% plan to participate at the same or greater level next year.
- 90% were satisfied with the outreach/promotions.
- 93% will recommend this event to others.

*"Thank you all for such an amazing, professional festival. Blown away!"*

–Danna Dykstra-Coy, The Joycup Co.

*"Quality consumer, sustainable philosophy, food vendors and a unique location."*

–Justin Kahler, JK Wine Company

*"CCVT is a positive and effective nonprofit that I want my nonprofit to be associated with. The amount and demographic of attendees is good for potential members/donors to my nonprofit. The event provides many great networking opportunities in a new industry and with my existing supporters and it is fun and VERY well organized!"*

–Wende David, Director of Development, Land Conservancy of SLO County

# PARTICIPANT LEVELS & BENEFITS

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The Earth Day Food & Wine Festival is set up festival style with winery and food stations interspersed among exhibitor booths. Booths are limited and available on a first-come, first-serve basis.

## WINERIES

Winery participation is limited to 2012 CCVT Winery Members. Wineries are responsible for bringing wine to pour for 800 people (2-3 cases), along with the usual implements (openers, ice containers, and any promotional material and table decorations). The event will provide dump buckets, ice, and water.

**We ask that you invite your growers to pour wine and answer questions about their sustainable farming practices.**

### SHOWCASE WINERY

\$500

Payment, Certificate of Insurance, and CCVT Application and dues must be completed by January 1, 2012 to receive full benefits.

- Opportunity to participate in event Passport Weekend discount
- Two General Admission tickets for wine club members or clients
- Logo on all event eblasts
- Recognition in event program
- Logo recognition on sponsor page in event program
- Logo and listing on event posters
- Hotlink on event website
- Two event staff tickets, a 6' table, chairs, linens, and signage

### ATTENDING WINERY

\$300

If payment, Certificate of Insurance, and CCVT Application and dues are completed by January 1, 2012, Attending Wineries will receive a \$100 discount on their event participation fees.

- Opportunity to participate in event Passport Weekend discount
- Listing on event posters
- Hotlink on event website
- Two event staff tickets, a 6' table, chairs, linens, and signage

## FOOD ARTISANS

Food Artisans may choose to either collaborate and together provide a dish, or showcase a dish directly from their menu or farm. **Complimentary food products, such as olive oil, vinegars, butters, and spices must prepare a dish or pair with a chef to prepare a dish in order to be considered a Food Artisan otherwise complimentary food products must register as Exhibitors. Due to the event's health permit, Food Artisans cannot sell product, including pre-packaged items.**

### SHOWCASE FOOD ARTISAN

NO CHARGE

A Showcase Food Artisan provides tastings for 800 people.

- Opportunity to participate in event Passport Weekend discount
- Logo on all event eblasts
- Listing on event posters
- Hotlink on event website
- Four event staff tickets, an 8' table, chairs, linens, and signage

### ATTENDING FOOD ARTISAN

NO CHARGE

An Attending Food Artisan provides tastings for 500 people.

- Opportunity to participate in event Passport Weekend discount
- Listing on event posters
- Hotlink on event website
- Two event staff tickets, a 6' table, chairs, linens, and signage

## EXHIBITORS

Exhibitors at the event highlight innovative and earth-friendly products and services. This is not a sales event, but rather an opportunity for Exhibitors to receive a significant amount of name recognition. **CCVT Members receive a \$150 discount on Exhibitor Booth space.**

### EXHIBITOR – EXPANDED

\$600

- Opportunity to participate in event Passport Weekend discount
- 10x10 covered booth space
- Listing on event posters
- Hotlink on event website
- Two event staff tickets, a 6' table, chairs, linens, and signage

### EXHIBITOR – STANDARD

\$300

- Opportunity to participate in event Passport Weekend discount
- 6x4 booth space
- Listing on event posters
- Hotlink on event website
- One event staff ticket, a 6' table, chairs, linens, and signage

# PARTICIPANT APPLICATION

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## WINERY

- Showcase Winery \$500       Attending Winery \$300\*
- \* If payment, Certificate of Insurance, and CCVT Application and dues are completed by January 1, 2012, Attending Wineries will receive a \$100 discount on their event participation fees.

## EXHIBITOR

- Expanded 10x8' \$600\*       Standard 6x4' \$300\*
- \* CCVT Members receive a \$100 discount on Exhibitor Booth Space.

## FOOD ARTISAN

- I would like to be paired with a local grower or restaurant. Please list any preferences:

\_\_\_\_\_

I plan to participate as:

- An Attending Food Artisan (500 tastes) and we...       WILL       WILL NOT provide staff at the event
- A Showcase Food Artisan (800 tastes)

## CONTACT INFORMATION

Company Name: \_\_\_\_\_ Main Contact: \_\_\_\_\_  
Title: \_\_\_\_\_ Email: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Company Description (20-30 words)

\_\_\_\_\_

Physical Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Hours (if applicable): \_\_\_\_\_

## PAYMENT INFORMATION

Payment by:  Check     Credit Card     N/A

Total Due: \_\_\_\_\_ Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

CVV (3 digit code): \_\_\_\_\_ Card Signature: \_\_\_\_\_

Please mail or fax completed form with credit card info or check to:

Central Coast Vineyard Team  
835 12<sup>th</sup> Street, Suite 204  
Paso Robles, CA 93446  
805.369.2292 (F)

For more information please contact Kyle Beal Wommack at 805.369.2288 ext. 5 or via email [kyle@vineyardteam.org](mailto:kyle@vineyardteam.org).

**Cancellation Policy: Event participation fees are non-refundable after February 1, 2011.**