

2016-17 Mendocino County Event & Program
Funding Request Information

EVENT/PROGRAM DETAILS

Name: Rosé Today; A Country Garden Party

Years in existence: 1

Description: Not just about coloring spring and summer in shades of pink, “**Rosé Today**” is conceived to underscore the popularity and front-and-center presence of the wonderfully wide world of Rosés in a contemporary life style **every single day**. Our goal is to showcase this lively spirit with events and activities inspired by the ultimate versatility of all Rosé styles, celebrating the artful craftsmanship of the best producers domestic and international. Our vision sees all this coming together in a kind of Country Garden Party – cross-generation, cross-demographic, cross-gender. The preferred toast to food, fashion and fun! Think parasols to Pétanque to picnic baskets; Big Hats to badminton; endlessly tantalizing pairings with everything from Mexican Fusion to Spicy Asian, Savory Italian to Pork with Perfection. There are three major activities in the Rosé Today concept: An international Rosé Competition, to be held March 22, 2017 hosted by Wilson Artisan Wines at its Soda Rock Winery in Healdsburg; the event itself, *A Country Garden Party*, to be held June 17, 2017, Jaxon Keys Winery, Hopland; and a pro-active and comprehensive internet program launching in late December, 2016. As for the event:

- attendance limited to 400 (125 VIP, 275 general admission) on one day in its inaugural year
- curated, not with long pouring tables but with discrete and themed tasting areas where cuisine is artfully paired and there is room for winemakers and visitors to engage
 - Wines would showcase winners in The 2017 Competition (@30 pouring stations)
 - Food for each tasting area showcases emerging star students from Culinary Institute of America through Professor Lars Kronmark’s classes
- an immersive experience, offering visitors *Rosé Today Talks*, a captivating and compelling series of 20-minute presentations from winemakers, chefs, assorted artisans (chocolate, cheese, olive oil makers, etc)
- Outdoor games including Pétanque, Badminton, Horseshoes, maybe croquet, etc
- Optional gourmet picnic baskets and a picnic area: baskets created by chefs to pair with Rosé
- .. and all with guests encouraged to dress festively for the occasion, a frolicking, colorful Country Garden Party – think Big Hats, white suits, floral dresses, umbrellas; lots of “selfie” ops.

Please note: As independent producers responsible for this event, we are very grateful for the partnership with Wilson Artisan Wines, participating as a Presenting Sponsor with the generous donation of goods and services associated with both The Competition and the Event.

EVENT HISTORY

	<u>2017</u>
Total Revenue:	\$64,000 (Competition and Event)
Total Expenditures:	\$62,600 (Competition and Event)
# attendees:	400
% attendees outside the County	70%
# volunteers	50
# Room Nights	2-3

EVENT BUDGET

Revenue: (Event only)

• Ticket Sales:	\$33,400
• Sponsorships:	\$10,000
• Merchandise:	\$4,000
• Pouring fees:	\$2,500
• <u>Carry over from Competition:</u>	<u>\$4,310</u>
	\$54,250

Expenses: (Event only)

• Personnel	\$7,500
• Production	\$20,000
• Wine & Food	\$6,450
• MarCom	\$18,000
• <u>G&A</u>	<u>\$2,300</u>
	\$54,250

EVENT QUESTIONNAIRE

How much funding are you requesting: \$2,500

How will fund be used: Funds will be wholly dedicated to an ad plan recently contracted with Sonoma Media Investors, and which includes:

- 3x PressDemocrat.com sliding billboard and mobile interstitial, estimating 81,000 impressions
 - Billboards: 5/31, 6/7 and 6/14
 - Interstitial: 5/31, 6/7 and 6/14
- 200,000 bulk 728x90 impressions to North Bay online Readers (4.1 to 6/1) estimating 100,000 Press Democrat readers daily
- 200,000 Premium Programmatic Impressions to SFDMA (4/1 to 6/1)
- 100,000 Sponsored Content Headlines (5/1 to 6/1)
- 8x Front Strip ads Press Democrat on Wednesday Sonoma Feast and Friday Entertainment (4/12, 4/26, 5/03, 5/10, 5/24, 5/31)
- Sonoma Magazine Full Page ad (January/February, and April/May)

Has this event received funding from Visit Mendocino in the past: No

How do you feel the out-of-town visitor will benefit from your event or program: The Primary Market for the Marketing Plan is Lake, Mendocino, Napa and Sonoma counties. The core strategy is destination-based, not event-based; e.g.: "new adventure weekend get-away." The premise is that consumers in this market area may have some general knowledge of wine and food events, but have "been there done that" with the usual fares, and are looking for something new, are hearing about this inland corner of Mendocino, and will want to come up, spend the weekend, and explore, with this event as the anchor of their plans.

How do you feel the lodging community will benefit from the event: Our marketing plan, in large part (and in addition to the Sonoma Media Investors ad plan) is based on an especially robust pro-active internet program; not just “get up a web page and forget it,” but rather a web site as an ever-changing news hub at the center of vibrant use of apps and platforms to engage potential visitors in the Rosé Today concept, its hospitality partners, winemakers and chefs, etc., with user-generated contact, reposting and retweeting, etc. As such, the goal is to make the decision process to come to the Hopland area as easy and as compelling as possible, seeking links with hospitality partners, restaurants, other local attractions. Our philosophy about this aspect of the program is much more open than many, seeking to promote activities in the market area, especially as they may illustrate or expand on the Rosé Today concept – e.g. winemaker entrants and/or local chefs and restaurants having events at their own sites, awards and other accolades accruing to local leaders, etc.

How do you feel the sales tax business community will benefit from your event: by the influx of visitors we expect to generate, seeking other experiences while in the Hopland area.

How do you feel the municipalities will benefit from your event: See answer about “lodging community benefits”; the basic premise of our marketing is to showcase the larger region, not just and only the event. The more partnerships that can be made, not just via hot links, but through other more pro-active strategies, the better as far as we’re concerned.

What benefit or how will Mendocino County be recognized in exchange for funding: At the \$2,500 level, Visit Mendocino would become a Hosting Sponsor, with at least the following acknowledgement and participation opportunities:

- Special Branding, pre-events:
 - Promotional Kick-off: planned for Jaxon Keys Winery in January, 2017, and currently exploring tying in with Crab Feast kick-off; VM would be one of the “hosts” of the Kick-off itself, branded on the invitation, invited to participate in the official program itself
 - Competition Media Day: planned for March 23, 6 pm to 7:30 pm at Soda Rock Winery, announcing the results of the Competition, pouring Gold and above; VM would be one of the “hosts” of Media Day, invited to participate in the program itself
- Special Branding, on-site
 - Pre-eminent logo positioning on signage welcoming visitors, acknowledging sponsors
 - Pre-eminent logo positioning on poster planned for strategic distribution in Primary Market area
 - VM can choose among exclusive areas or activities as the named host in signage, including
 - Rosé Today Talks; e.g. The Visit Mendocino Rosé Today Talks, or Rosé Today Talks hosted by Visit Mendocino
 - One of the themed tasting areas
- Pre-eminent visibility in the digital media program
 - Thumbnail profile on the website
 - Prominent logo placement and hotline
 - Sponsor one of the app channels (e.g. Instagram hosted by Visit Mendocino)
- Pre-eminent visibility in the print program
 - Logos in large format advertising (e.g. Sonoma Mag full-page), typography in small format advertising (e.g.: front strip ads)
- Publications and collateral
 - Full page ad in event program bookley (5x7)

- Tickets: 4 VIP

How can Visit Mendocino help make the event more successful with our existing services: beyond the potential grant, candidly, it's the marketing and outreach partnership we are as eager to be able to leverage. We believe in very synergistic approach, have (as county visitors ourselves!) great respect for the marketing prowess of the agency, and look forward to the chance, early on, to brainstorm further leveraging strategies. So.. yes to all the options!

COMPANY INFORMATION

Fed Tax ID: 81-2116947

Business Name: Rosé Today

Producer: Craig Palmer

Phone: 415.254.8658

Main Contact: Craig Palmer

Role: Producer

EMAIL: craig@rosewinetoday.com

Phone: 415.254.8658

Address: 1420 De Haro Street #2, San Francisco, CA 94107

Website: rosewinetoday.com (we have a basic site up, will relaunch expanded site mid December)

XX Yes, I will attain all proper permits and/or insurance coverage necessary to be in compliance with city, county, state and/or federal requirements before my event begins. Failure to do so will result in the revocation of funds.

XX Yes, I will attest to the information provide in this application is true, complete and accurate. I further agree that is my application is approved by the Mendocino County tourism Commission, that I will provide the "Post Event Report" to MCTC in compliance with the application reporting requirements within 45 days after the event. Should I furnish any false information in this application, I hereby agree that such act shall constitute denial, suspension or revocation of funds.

Signed: CRAIG PALMER

October 3, 2016

This area is for the Festival Committee and MCTC Executive Director

Recommendation: Yes ____ No ____ Amount _____ ED ____

Notes: