



**21ST ANNUAL
CALIFORNIA
ARTISAN CHEESE
FESTIVAL**

**SPONSORSHIP
OPPORTUNITIES**

**MARCH 19-21, 2027
SONOMA COUNTY**



ABOUT THE ARTISAN CHEESE FESTIVAL



The California Artisan Cheese Festival is a 510(c)(3) nonprofit organization dedicated to educating consumers about artisan cheese, supporting the California artisan cheesemaking community and its long-term sustainability, and celebrating the creativity and craftsmanship of artisan cheesemakers across the state. The three-day Festival offers an immersive experience celebrating California's vibrant artisan cheese culture, featuring Farm & Creamery Tours, Educational Seminars, the highly sought-after Cheese Crawl, and the Grand Tasting & Marketplace. Together, these events welcome more than 2,500 attendees throughout the weekend, connecting cheese enthusiasts with the people, places, and products that make California's artisan cheese community so distinctive.

In 2019, the California Artisan Cheese Guild entered into a formal partnership with the California Artisan Cheese Festival, strengthening their shared commitment to California's artisan cheese industry. Founded in 2006, the Guild is a statewide 501(c)(6) nonprofit organization comprising cheesemakers, cheese industry professionals, and community enthusiasts who work together to support and sustain California cheese. Guild members are dedicated to preserving the traditional craft of cheesemaking, championing the distinctive flavors of our region, and protecting the valuable working farmland that remains essential to California's agricultural heritage. In alignment with the Festival, the Guild's mission is to celebrate the quality and diversity of California-made artisan cheeses through partnerships, outreach, and education.

Through its educational programming, the Festival deepens consumers' understanding of artisan cheeses, highlighting their unique qualities and advantages over mass-produced alternatives. It also celebrates the diversity of artisan cheeses and their versatility in a wide range of culinary applications. The Festival's Sunday marketplace provides cheesemakers and other artisan producers with a valuable opportunity to showcase their products, connect directly with consumers, and sell their cheeses and other specialty goods directly to a curated audience eager to support our artisan cheese community.

CONTACT INFORMATION

info@artisancheesefestival.com

Friday, March 19th Farm & Producer Tours



Saturday, March 20th Educational Seminars & The Cheese Crawl





Sunday, March 21st Grand Tasting & Marketplace



BECOME A SPONSOR

21ST ANNUAL CALIFORNIA ARTISAN CHEESE FESTIVAL
THREE DAYS CELEBRATING ARTISAN PRODUCTION



From March 19-21, 2027, we're bringing the community together to celebrate all things cheese, and we'd love to have you join us. As a sponsor, your brand will receive meaningful visibility and engagement across multiple touchpoints, including logo placement in print and digital materials, press release recognition, social media promotion, and a dedicated booth at our bustling Marketplace for direct connection, conversation, and sales with enthusiastic consumers. You'll also receive complimentary tickets to the Festival; perfect for your team, client entertainment, or consumer giveaways and promotions.

The Festival welcomes over 2,500 passionate guests each year; primary demographic being highly educated, high-income food enthusiasts who value craft, quality, and authentic experiences. Our audience includes trend-setters and tastemakers with strong influence among their peers, making this an exceptional platform for brand connection and visibility. While rooted in the heart of wine country, the Festival draws a regional crowd, with approximately 65% of attendees traveling from outside Sonoma County, especially from the San Francisco Bay Area.

Our digital presence is robust and highly engaged, with over 8,000 social media followers and a community of more than 9,000 email subscribers. We actively connect with our audience before, during, and after the Festival across social channels, mailing lists, and our website, ensuring consistent visibility and meaningful engagement for our partners.

We champion our sponsors by creating meaningful cross-promotion opportunities designed to benefit both your business and our community. Sponsors are prominently featured as trusted supporters of local producers, sustainable agriculture, community-driven events, and consumer education; reinforcing your brand as a leader committed to strengthening our artisan food ecosystem.

The success of our past Festivals was made possible by generous support from leading community sponsors including: Beehive Cheese, California Milk Advisory Board, Cowgirl Creamery, City of Santa Rosa, Dairy Delivery, Flamingo Resort + Spa, Gold Ridge Organic Farms, Jackson Family Wines, Point Reyes Farmstead Cheese, Pure Luxury Transportation, Qualtech, and more.

BRAND EXPOSURE AS A SPONSOR



THE CALIFORNIA ARTISAN CHEESE FESTIVAL HAS A WIDE VARIETY OF SPONSORSHIP OPPORTUNITIES TO FIT YOUR BUDGET AND REACH YOUR TARGET AUDIENCE.

- **Expand Brand Visibility & Reach:** Increase brand awareness through logo placement on Festival print materials, the website, and social media, reaching consumers before, during, and after the event.
- **Engage Consumers & Drive Product Trial:** Connect directly with passionate food and beverage enthusiasts through product sampling, demonstrations, and interactive brand activations that inspire discovery and purchase.
- **Build Valuable Business Relationships:** Connect with consumers, artisan food producers, and industry professionals to cultivate strategic partnerships and new business opportunities.
- **Strengthen Brand Reputation & Expand Market Reach:** Align your brand with California's artisan food community while reaching a geographically diverse audience, with Festival attendees historically representing more than 23 states and four countries.

20th Annual California Artisan Cheese Festival

MEDIA COVERAGE

- ✦ 54 PIECES OF PRE-EVENT MEDIA COVERAGE – TV, RADIO, ONLINE LISTINGS, ARTICLES AND PRINT FEATURES
- ✦ 4.85M ESTIMATED VIEWS
- ✦ COMBINED TOTAL PUBLICATION WIDE AUDIENCE | 1.27B

ATTENDEE FEEDBACK

"FANTASTIC EVENT, WE GO EVERY YEAR!"

"REALLY AWESOME EVENT, APPRECIATED THE VENDORS THAT PROVIDED SOME EDUCATION ON THEIR CHEESE AND PAIRINGS!"

"THE STAFF WAS TERRIFIC--VERY HELPFUL AND WELCOMING. EXCELLENT EXHIBITORS AND COMFORTABLE VENUE"

"THIS WAS SO MUCH FUN! THE VARIETY AND QUALITY OF THE CHEESES AND CAVIAR. AND THE WINE TOO!"

EVENT ATTENDANCE

- ✦ 2,157 TOTAL ATTENDEES
- ✦ ATTENDEES FROM 234 CITIES, 26 STATES, AND 4 COUNTRIES!
- ✦ SOLD OUT EVENTS: CHEESE CRAWL, FARM TOURS, CHEESE + CAVIAR PAIRING, THE RACLETTE EXPERIENCE.

SOCIAL MEDIA

- ✦ FACEBOOK + INSTAGRAM FOLLOWERS | 20.5K+
- ✦ 450K+ SOCIAL MEDIA VIEWS

NEW THIS YEAR!

- ✦ THE RACLETTE EXPERIENCE AND CHEESE + CAVIAR PAIRING
- ✦ CHEF'S CORNER PRESENTED BY AIM

@CACHEESEGUILD
@CAARTISANCHEESEFESTIVAL

SPONSOR BENEFITS

AS A SPONSOR WE CAN HELP PROMOTE YOUR BUSINESS TO POTENTIAL NEW CUSTOMERS. THE FOLLOWING BENEFITS ARE AVAILABLE TO YOU, DEPENDING UPON YOUR LEVEL OF SPONSORSHIP:



- Opportunity to include marketing materials or promotional items in our premium insulated Marketplace tote bags distributed to every guest (approx. 1,500)
- Recognition in email campaigns (9,000+ subscribers), press releases, and social media outreach to over 8,000 engaged followers across Facebook and Instagram
- Logo and/or name placement in key Festival marketing materials
- Listing in the official event program and on on-site sponsor appreciation signage
- Direct presence at the Marketplace for in-person brand exposure and consumer engagement
- Complimentary Festival tickets for team use, client hospitality, or promotional giveaways

We're happy to tailor a sponsorship package to align with your goals and ensure you receive the most meaningful benefits for your brand. We're incredibly excited for this year's Festival and would be thrilled to partner with you. Your support and participation help strengthen and celebrate our artisan cheese community.



21st Annual California Artisan Cheese Festival | 2027 Sponsorship Opportunities

Produced by the California Artisan Cheese Guild | March 19-21, 2027 | Sonoma County, CA

SPONSORSHIP BENEFIT	PRESENTING \$35,000 (1 available exclusive)	BENEFACTOR \$15,000	STEWARD \$5,000	AMBASSADOR \$3,500	PATRON \$1,500	BOOSTER \$500
PRINT MATERIAL						
Recognition & logo placement in Festival Marketplace Program (approximately 1,500 printed)	✓	✓	✓	✓	✓	✓
Logo placement on all day-of Festival sponsor signage	✓	✓	✓	✓	✓	✓
Logo placement on all pre-event marketing posters and postcards	✓	✓	✓	✓	✓	—
Exclusive naming rights as the Festival's Presenting Sponsor, prominent placement on all festival-produced materials and signage	✓	—	—	—	—	—
FESTIVAL WEBSITE						
Logo placement in Sponsor section of Festival website with direct link to sponsor's website	✓	✓	✓	✓	✓	✓
Short narrative in Sponsor section of Festival website with direct link to sponsor's website	✓	✓	✓	✓	—	—
Narrative in Sponsor section of Festival website with direct link to sponsor's website, including one image	✓	✓	—	—	—	—
Headline recognition on the sponsorship page, including company narrative, logo, and four rotating images	✓	—	—	—	—	—
SOCIAL MEDIA, ADVERTISING & PUBLIC RELATIONS						
Logo recognition in email campaign to Festival email database of over 10,000 recipients	✓	✓	✓	✓	✓	✓
Priority consideration for pre-event Festival press coverage	✓	✓	✓	✓	✓	—
Logo to appear in digital ads for the Festival	✓	✓	✓	✓	—	—
Editorial mention in all press releases	✓	✓	✓	—	—	—
Sponsor inclusion in boosted social media posts	✓	✓	—	—	—	—
Social media posts / mentions	10	6	4	2	1	1 (story)
Banner advertisement in Guild Weekly Newsletter	6x per year	4x per year	2x per year	—	—	—
Exclusive email marketing campaign to both Festival & Guild Newsletter subscribers (combined 13,000+)	✓	—	—	—	—	—
EVENT PRESENCE						
Opportunity to provide print marketing material or product for inclusion in attendee Marketplace tote bag	✓	✓	✓	✓	✓	✓
Complimentary booth at Artisan Cheese Tasting & Marketplace Sunday, March 21, 2027, 11am-4pm	✓	✓	✓	✓	✓	—
Priority placement consideration for Marketplace booth location	✓	✓	✓	✓	—	—
Selection of Marketplace booth location, available first come	✓	✓	✓	—	—	—
Logo prominently displayed on insulated Marketplace guest tote bags	✓	—	—	—	—	—
TICKETS						
VIP Early Entry tickets to Artisan Cheese Tasting & Marketplace Sunday, March 21, 2027	20	10	8	6	4	2
VIP Cheese Crawl tickets	10	6	4	2	—	—

EXCLUSIVE ACTIVATION SPONSORSHIPS (à la carte)

ACTIVATION	INVESTMENT	WHAT'S INCLUDED	AVAILABILITY
Level 3 Includes 4 VIP Early Entry Marketplace tickets			
Marketplace Guest Insulated Totes	\$8,500	Sponsor logo on insulated totes carried home by Marketplace guests. Priority given to the Presenting Sponsor.	1,500 guest bags
Marketplace Glassware	\$7,500	Sponsor logo on tasting glasses used throughout the Marketplace. Limited to one sponsor logo.	1,500 glasses
Level 2 Includes 2 VIP Early Entry Marketplace tickets			
Music Stage Sponsor	\$2,500	Logo placement on the Marketplace music stage banner and on-stage signage, plus an opportunity to address the crowd from the stage.	1 sponsor banner
Cheese Crawl Sponsor	\$1,500	Logo placement on Cheese Crawl guest cups.	500 attendee cups
Level 1 Includes 2 GA Marketplace tickets			
Hydration Sponsor	\$750	Logo prominently displayed at the water station.	1 sponsor
Educational Workshop Sponsor	\$500	Option to provide swag or marketing materials to attendees and introduce the speaker with a brief introduction about your company. Product prominently featured in the seminar if applicable.	1 sponsor per session, up to 50 attendees per session

IN-KIND BEVERAGE PARTNERSHIPS | Includes complimentary Marketplace table

PARTNERSHIP	AVAILABILITY	WHAT'S INCLUDED	CONTACT
Beer & Wine Garden	One per beverage type	Donation of beer, wine, and cider to be sold by the glass. Logo on 21+ wristband.	Crissy Knox crissy@jelsie.com
VIP Early Entry Sip + Shop Welcome Beverage	Limited to one sponsor	Donation of sparkling wine for VIP Early Entry Marketplace guests, one full pour per guest. 500 attendees.	
Bubbles Sponsor for VIP Cheese Crawl	Limited to one sponsor	Donation of sparkling wine for VIP Cheese Crawl guests, one full pour per guest. 250 attendees. Includes marketing table at the Cheese Crawl.	

Presenting Sponsorship is reserved on a first-confirmed basis. Activation sponsorships may be stacked with any tier and are independent of cash tier benefits.

All benefits subject to print and production deadlines. Tickets are non-transferable for resale.

Contact: Alyssa Gilbert, Executive Director | director@cacheeseguild.org | www.artisancheesefestival.com