

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 quest. 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.

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