FRIDAY, MARCH 19, 2027 · SONOMA COUNTY

Farm + Producer Tours







Our Farm & Producer Tours take festival guests behind the scenes of Northern California's vibrant cheese community, with rare access to the farms, creameries, and producers who shape the region's world-class cheeses. Each tour is thoughtfully curated to highlight place, process, and people.

OPTION 01

Tour Stop Host

Be one of three stops on a guided, small-group bus tour.

3 STOPS PER TOUR · **26** GUESTS MAX · **45-90** MINUTES ON-SITE

WHAT IT LOOKS LIKE

- A tour of your farm, creamery, make room, or production space, plus a tasting
- All tours take place between 9am and 3pm
- Guests arrive on a festival-provided bus
- The second stop includes lunch, paid for by the festival and either served on-site or delivered
- Not a cheesemaker? We may pair one with your stop for an informal cheese tasting alongside your products
- Sales are encouraged! Guests have a cooler on the bus to keep purchases cold all day

WHAT YOU RECEIVE

- A dedicated tour photographer, with all images released to you for any use. Send us a shot list ahead of time!
- In-kind sponsor recognition on the festival website and tour signage
- A discounted Marketplace table: $100, or $50 for Guild Cheesemaker Members
- A formal donation acknowledgment letter from our 501(c)(3) nonprofit for your records

Tour stops are donated to the festival as an in-kind contribution.

OPTION 02

Producer Experience

Host your own standalone, one-stop experience.

2-3 HOURS · **15+** GUESTS MIN · **$85-95** PER TICKET

WHAT WE'RE LOOKING FOR

- A 2 to 3 hour experience at your farm, creamery, or production space, with brunch or lunch included for guests
- Something guests can't get on a regular visit, like a guided tasting, an educational element, or behind-the-scenes access to parts of your property the public doesn't usually see
- Room to host at least 15 guests per experience
- On-site parking for attendees, since guests will drive themselves. A bus and photographer are not provided

HOW IT WORKS

- Ticket price is targeted at $85-95 per person, with brunch or lunch included
- The festival handles all ticket sales
- Hosts are responsible for planning the experience and setting the agenda
- You're reimbursed 75% of collected ticket revenue, with the remaining 25% shared to the festival
- Prefer to give back? Donate 100% of proceeds to the festival and receive in-kind sponsor recognition plus the discounted Marketplace table!

Pitch us your experience! Tell us what guests will see, taste, and do, and how many you can host. We'll review all ideas and notify the hosts who are selected.

Interested in hosting? Reach out!

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