

GRENACHE FEST

PASO ROBLES

FOUNDING SPONSORSHIP OPPORTUNITIES

Celebrating Grenache • Elevating Paso Robles • Connecting Community

GRENACHE FEST **PASO ROBLES**

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Grenache Fest is coming to Paso Robles, bringing a focused national spotlight to one of the region's most important grapes. The event celebrates Grenache through tastings, education, and immersive experiences that connect winemakers, trade, media, and engaged consumers. Paso Robles' deep Rhône heritage and Grenache leadership make it a natural home for the event, and we are seeking winery and industry sponsors to help launch its inaugural Paso Robles edition. Sponsorship partners will play a foundational role in shaping a high-impact, destination-worthy festival that elevates Grenache and reinforces Paso Robles as a premier region for the variety.

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EVENT DETAILS

A seminar series featuring hand-selected producers from various regions, moderated and curated by industry leaders such as MJ Towler, Patrick Comiskey, Clive Pursehouse, and Michael Alberty.

A grand tasting where any wines being composed of a portion of Grenache, Grenache Gris or Grenache Blanc can be featured.

Musical performances, TBA

Winemaker Dinners across the area featuring local chefs.

Opportunities for own-hosted area parties and events.

Presenting Sponsor	Founding Winery Sponsor	Supporting Sponsor	Educational / Experience Sponsor
<p>\$20,000–\$30,000 (cash or in-kind)</p>	<p>\$10,000–\$15,000 (cash or in-kind)</p>	<p>\$5,000–\$7,500 (cash or in-kind)</p>	<p>\$2,500–\$10,000 (cash or in-kind)</p>
<p>Top-tier logo placement on all materials Prime pouring position at Grand Tasting Host or co-host seminar or featured experience Verbal recognition during key programming Branded on-site activation opportunity</p>	<p>Recognition as Founding Winery Sponsor Featured placement at Grand Tasting Logo inclusion across event materials Participation in educational programming Direct engagement with trade and media</p>	<p>Logo placement on signage and website Participation in Grand Tasting Inclusion in sponsor promotions On-site recognition</p>	<p>Named seminar, dinner, or activation Experience-specific branding Customized visibility aligned with activation</p>
<p>Tickets Included: 12 Grand Tasting tickets 4 VIP / Trade access passes</p>	<p>Tickets Included: 8 Grand Tasting tickets 2 VIP / Trade access passes</p>	<p>Tickets Included: 4 Grand Tasting tickets 1 VIP / Trade access pass</p>	<p>Tickets Included: 2–6 tickets (based on activation)</p>

Sponsorship Level	Investment	Logo Placement	Pouring at Grand Tasting	Programming Involvement	On-Site Recognition	Tickets Included
Presenting Sponsor (2)	\$20K–\$30K	Top-tier, all materials	Prime placement	Host or co-host seminar / featured experience	Verbal recognition + signage	12 GT tickets + 4 VIP
Founding Winery Sponsor (Limited)	\$10K–\$15K	High visibility	Featured placement	Panel or education participation	Signage + listings	8 GT tickets + 2 VIP
Supporting Sponsor	\$5K–\$7.5K	Standard placement	Yes	—	Signage + listings	4 GT tickets + 1 VIP
Industry Partner Sponsor	\$2.5K–\$4K	Website + select signage	—	—	Industry Partner recognition	2 GT tickets
Educational / Experience Sponsor	\$2.5K–\$10K	Experience-specific	Optional	Named seminar, dinner, or activation	Experience signage	2–6 tickets

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WHY SPONSOR GRENACHE FEST PASO ROBLES?

- **Align with a Grenache-focused, nationally relevant festival**
- **Help drive visitors to the Paso Robles Wine Region**
- **Connect directly with sommeliers, buyers, media, and consumers**
- **Be involved at the festival's foundational moment**

**LIMITED SPONSORSHIPS AVAILABLE.
CUSTOM PACKAGES UPON REQUEST.**

THANK YOU

**FOR MORE INFORMATION,
PLEASE REACH OUT TO**

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