



Beverly Hills

W&F

F E S T I V A L

November 16 & 17, 2013
1pm - 5pm

4TH ANNUAL

BEVERLY HILLS WINE & FOOD FESTIVAL

An afternoon wine tasting with some of the best local and international wineries in the heart of Beverly Hills. Wines, Champagnes, and Dessert Wines for our guests to enjoy.

WHEN

**SAT. & SUN.
Nov. 16-17, 2013
1 P.M. - 5 P.M.**

WHERE

**HYATT REGENCY
2025 Avenue of the Stars
Los Angeles, CA**

WHAT

**A wine festival featuring
wines, beers, spirits and
so much more...**

WHY

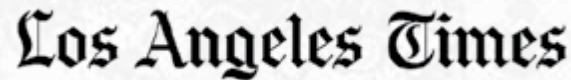
**To celebrate life and raise
funds for local charities**

CONTACT

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MEDIA COVERAGE



ATTENDEE INFORMATION

DEMOGRAPHICS

32-55

AGE RANGES

\$95,000 - \$250,000

HOUSEHOLD INCOME RANGE

LIFESTYLES

85%

RESIDE IN LOS ANGELES

85%

SINGLE

87%

COLLEGE EDUCATED

89%

OWN HOME

98%

USE INTERNET AT HOME/WORK

75%

MAKE ONLINE PURCHASES

58%

MAKE ONLINE TRAVEL PLANS

79%

OBTAIN NEWS AND CURRENT EVENTS ONLINE

OCCUPATION

20%

ATTORNEYS

20%

HOLLYWOOD INDUSTRY

60%

PROFESSIONAL/MANAGERIAL

10%

OTHER

PSYCHOGRAPHIC

ENJOYS WINE TASTING

REGULARLY ENJOYS BEER, WINE AND SPIRITS' TASTING IN EVENTS, IN SOCIAL CIRCUMSTANCE AND AT HOME

DINING OUT

ATTENDEES ENJOYS DINING OUT AT LEAST 5 TIMES A MONTH

TRAVELING

MAKES TRAVEL PLANS YEARLY - NATIONALLY AND INTERNATIONALLY

ENTERTAINMENT

ATTENDS MUSIC CONCERTS AND FREQUENTS THE MOVIE THEATERS

SHOPPING

ENJOYS SHOPPING, EITHER ONLINE OR IN-STORE PURCHASES

DINNER PARTIES

OCCASIONALLY THROWS DINNER PARTIES FOR GUESTS AT HOME

GOOD CAUSES

ATTENDEES SHOWS SUPPORT FOR LOCAL AND NATIONAL CHARITIES

ECO-CONSCIOUS

PRACTICES ENVIRONMENTALLY SAFE BUSINESS AND DOMESTIC METHODS

VENDORS, COMMERCIAL TABLES AND SPONSORSHIP INFORMATION

There is limited number of tables available for the display of your company, goods and/or services. Reserve yours as soon as possible.

PLATINUM

PRICE: \$5,000

Package Includes:

- Full page color ad in the event program book
- Logo on website
- 10' x 20' space for commercial exhibit
- Logo on all printed material: including postcards, advertisements and promotional posters
- Mention in Radio Spots
- Mention on TV Spots
- 20 VIP Tickets
- 30 General Admission Tickets to the event

GOLD

PRICE: \$2,500

Package Includes:

- Half page color ad in the event program book
- Logo on website
- One 6' table and 2 chairs
- Logo on all printed material: including postcards, advertisements and promotional posters
- 6 VIP Tickets
- 10 General Admission Tickets to the event

SILVER

PRICE: \$500

Package Includes:

- One 6' table and 2 chairs
- Listing in promotional items
- Logo on Website
- 4 General Admission Tickets to the event

BRONZE

PRICE: \$250

Package Includes:

- One 6' table and 2 chairs
- Logo on Website