



*The*  
**TOAST**  
*of the*  
**COAST**  
*wine competition & festival*

VENDOR OPPORTUNITIES





# ABOUT THE TOAST of the COAST

Founded in 2013, TOTC represents more than 80 award-winning wines from wineries throughout the US and Mexico that have been judged and recognized in the TOTC competition. The festival takes place in the format of a public tasting event in the recognized Paul Ecke Jr. Garden Show designed by master gardeners and landscape architects.

TOTC Wine Festival is an event that brings together the wineries and wine to recognize the best in the industry and highlight wineries in one of the most unique venues in the world. Where else can you taste award-winning wines, ride the Ferris wheel, chomp on a turkey leg, explore award-winning exhibits and attend a concert all in the same day?

## The Wine Crew:



### MARK ANDERSON

Mark Anderson is the on-site manager of SMG—the Fairgrounds' exclusive Food and Beverage partner—overseeing the culinary operations of more than 350 annual Fairground events, including the San Diego County Fair and Del Mar Races.



### RICH COOK

Founding Director Rich Cook brings more than 25 years' experience with all facets of wine competitions, from the cellar to the back room as well as the judging table. In addition to The Toast of the Coast he works with several other competitions, directing Monterey International, assisting with San Diego International and Robert Whitley's Challenge Series as well as directing the Homemade Wine Competition at the Fairgrounds.



### JACKY ESHELBY

Jacky brings more than 14 years' experience in the wine industry and has played a significant role in the creation, development, and growth of the Central Coast Wine Competition. As our new Exhibit Director we are excited for her to bring her knowledge and expertise to the Competition and Festival.





# FESTIVAL FORMAT

## DATE

Saturday, June 10, 2017

## LOCATION

Paul Ecke Jr. Garden Show  
Del Mar Fairgrounds  
2260 Jimmy Durante Blvd  
Del Mar, CA 92014

## PROJECTED ATTENDANCE

1,200+

## PROJECTED DAY OF FAIR ATTENDANCE

70,000

## TOTC FEATURES

### VIP Winemakers' Tasting

- 1/2 hour early admission
- Unlimited tastes & souvenir glass
- Special award-winning wine and food pairings presented by winemakers and chefs
- + All General Admission Offerings

### General Admission

- 3 hours of unlimited tastes
- 80+ wines from competition wineries in the US and Mexico
- Master gardeners
- Free photo booth
- Live musical entertainment
- Specialty wine vendors





## THE PEOPLE

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**87.3% San Diego County Residents**

**42.3% Male**

**57.7% Female**

*\*Based on 2016 Scarborough Statistics*

## OUR REACH

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**105,000 Facebook**

**8,500 Twitter**

**9,180,899 sdfair.com unique page views 2016**



# VENDOR BOOTHS AT THE FESTIVAL

Are you a company with a trinket that a wine enthusiast just couldn't live without?

With more than 80 award-winning competition wines to taste in the prestigious Garden Show, the Toast of the Coast Wine Festival is the perfect opportunity to meet wine lovers and industry professionals.

This festival takes place at the San Diego County Fair and will be open to all fair attendees (wine festival attendees just need a wristband to participate in the wine tastings).

Vendor spaces are limited to 5 spaces and will sell out. Applications will be reviewed and you will receive an invitation to participate.



## BOOTH SPACE INCLUDES

- One (1) 10' x 10' booth space for all sessions of the Toast of the Coast Wine Festival to promote and sell your wine-related merchandise or service
- One (1) 8' table and two (2) chairs
- Six (6) vendor passes valid for San Diego County Fair admission (no tasting wristbands)
- One (1) parking pass
- Promotion through our social media channels

## BOOTH PRICING

- Register before March 1: **\$500**
- After March 1: **\$600**

## HOW TO PARTICIPATE

Apply at: [thetoastofthecoast.com](http://thetoastofthecoast.com)

## QUESTIONS?

Email: [booths@thetoastofthecoast.com](mailto:booths@thetoastofthecoast.com)



# WHO WE ARE

The Toast of the Coast Wine Festival is curated by the 22nd District Agricultural Association. We are a team of industry professionals and wine connoisseurs who manage 300+ events at the Del Mar Fairgrounds attracting 3 million+ guests annually.

## OUR OTHER FESTIVALS



Summer spirits festival featuring 75+ competition crafted spirits from around the world.

[distilledsandiego.com](http://distilledsandiego.com)



One of the largest 3-day craft beer festivals in the US featuring **up to 400 beers** from more than **150 breweries** across the globe.

[sandieogoberfestival.com](http://sandieogoberfestival.com)



Each of our festivals take place within our main summer event, the San Diego County Fair—San Diego's largest event, and North America's largest County Fair attracting **1.5+ million guests in 26 days**.

[sdfair.com](http://sdfair.com)