

Ocala Food & Wine Festival

EVENT SPONSORSHIP OPPORTUNITIES



The third annual Ocala Food & Wine Festival presented by Lugano Diamonds returns to World Equestrian Center November 3-5. The 2023 event is a celebrity-chef-led celebration featuring three days of culinary competition, beer, wine and spirits education and samples of extraordinary cuisine.

The 2023 Ocala Food & Wine Festival is a 21+ event. Event proceeds benefit the Public Education Foundation of Marion County ProStart Program.

2023 FEATURED TALENT:

Chef Lorena Garcia
 Chef Timothy Hollingsworth
 Pitmaster Rashad Jones
 Pastry Chef Yohann Le Bescond
 Master Sommelier and Beverage
 Director Roland Micu

FRIDAY, NOVEMBER 3 | EVENING BARBECUE, BOURBON AND BLUES

Welcome party featuring Ocala barbecue and bourbon tastings

SATURDAY, NOVEMBER 4 | AFTERNOON TASTE OF OCALA

Grand tasting, breakout classes, chef demonstrations

SATURDAY, NOV. 4 | EVENING CELEBRITY CHEF DINNER

Fully paired, multicourse dinner with each course prepared by industry experts

SUNDAY NOV. 5 | MORNING JAZZ BRUNCH

Elegant Champagne brunch on the hotel's grand terrace with live jazz music

FOOD & WINE FESTIVAL

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THE OPPORTUNITY

As a partner of Central Florida's newest and most exciting culinary festival, your business will get exposure to a premier audience of attendees from around the region and beyond. With WEC's prominence in the Ocala community and social media reach, your brand will be exposed to a unique group of luxury consumers.

BASE MARKETING

Your brand will be incorporated across event and promotional materials, highlighted on the event website, and mentioned across our relevant social media channels, which combined have over 100,000 dedicated and engaged followers. All sponsorships are inclusive of Base Marketing.

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EVENT PRESENTING SPONSOR | SOLD

- "Presented by" recognition on all event reference across all media platforms, event website, event lanyards, table signage, event banners, print event marketing, billboards and social media
- LUGANO reception prior to dinner; \$10,000 towards event covered by WEC
- 20-second logo impression on digital boards during all OF&WF events
- Full-page ad in inside front cover of event program
- One complimentary two-night stay in The Equestrian Hotel's Presidential Suite
- Two complimentary two-night stays at The Equestrian Hotel (Arena View King)
- Ten (10) Five-Star tickets for the full weekend
- Ten (10) Taste of Ocala tickets, Saturday only



GRAND CRU | \$25,000

- Two complimentary one-night stays at The Equestrian Hotel (Suite)
- Branding on one event wrist band, choosing from: Friday Barbecue, Saturday Taste of Ocala, Saturday Chef Dinner, Sunday Jazz Brunch
- 15-second logo impression on digital boards during all OF&WF events
- Full-page ad in event program
- Ability to have an on-site activation with high-traffic placement during event(s)
- Six (6) Five-Star tickets for the full weekend
- Six (6) Taste of Ocala tickets, Saturday only

PREMIER CRU | \$10,000

- Two complimentary one-night stays at The Equestrian Hotel
- 10-second logo impression on digital boards during all OF&WF events
- Half-page ad in event program
- Two (2) Five-Star tickets for the full weekend
- Two (2) Taste of Ocala tickets, Saturday only

VILLAGE | PRICES VARY

- 10-second logo impression on digital boards during all OF&WF events
- Half-page ad in event program
- Two (2) Five-Star tickets for the full weekend
- Two (2) Taste of Ocala tickets, Saturday only