



## **Slow Food San Francisco invites wine & food devotees to enjoy the 6<sup>th</sup> Annual Golden Glass! We also invite you to be a 2009 Sponsor.**

**June 21th - Fort Mason Center, The Festival Pavilion,**

**10:00 am - 12:00 pm trade and press preview**

**2:00 pm - 6:00 pm general admission**

**Entrance fee \$50.** (Slow Food members, \$45)

includes 4 tasting tickets for Slow Food Plaza food items.

The 2009 Golden Glass will celebrate the efforts of over 100 international wine producers who strive to protect, nurture, and revive the indigenous and classic varieties of their regions. The wineries will be clustered in designated, regional areas throughout the pavilion to help attendees taste and learn about the regional and terroir nuances directly from the winemakers and proprietors themselves.

This year we are bringing back the tasting and judging of the Golden Glass wines. A team of wine professionals, lead by Charlie Arturaola, will be tasting each wine that is entered into this tasting before the Golden Glass Event. With so many international varietals, the tasting will be done by price range, in order to find the best of the best across varietals, years, and countries. There will be a Gold, Silver and Bronze in each category.

Slow Food San Francisco's annual Golden Glass is a lively gastronomic and educational event featuring the year's most talked-about international wines complemented by culinary delights from the Bay Area's top restaurants and artisan producers.

The proceeds of the event benefit Slow Food San Francisco's school gardens initiative, the Slow Food USA's Ark of Taste program, and new Bay Area programs launched by Slow Food San Francisco.

**In the adjoining Slow Food Plaza**, more than 40 purveyors will provide sample plates of signature dishes, charcuterie, cheese, olive oil, seasonal fruit, breads, and desserts for attendees to savor throughout the afternoon. Among the restaurants who participated in the previous events: *Boulevard, Delfina, Slanted Door, Chez Panisse, A16, Perbacco, Acquerello*, and many, many others.

**2:00 pm - 6:00 pm general admission**

**Entrance fee \$12** (includes 4 taste tickets)

**\$3**/per additional tasting ticket

In addition to the Main tasting event on June 21<sup>st</sup>, we will also host 3 wine seminars on Saturday June 20<sup>th</sup>. These seminars will have a limited number of tickets released to the public plus have invite only press and trade at each event.

As in past years, some of the participating restaurants will also be hosting wine maker dinners. These Pre fixe events will be held thought out the week with a wine producer at each dinner.



## What is Slow Food?

**Slow Food U.S.A.** oversees Slow Food activities in North America, including the support and promotion of the activities of 150 local chapters, or "convivium," that carry out the Slow Food mission on a local level. Each convivium advocates sustainability and bio-diversity through educational events and public outreach that promote the appreciation and consumption of seasonal and local foods and the support of those who produce them.

**Good. Clean. Fair.** These are the words Slow Food's founder Carlo Petrini uses to describe his vision of our food system. As a supporter of Slow Food, you will be advocating the importance of respecting traditional knowledge and taste, providing farmers with fair wages, and attending to the needs of the land. You will celebrate our diverse cultures and communities, and appreciate the art of a care.

In the name of productivity, Fast Life has changed our way of being and threatens our environment and our landscapes. *Slow Food is now the only truly progressive answer.* That is what real culture is all about: developing taste rather than demeaning it. And what better way to set about this than an international exchange of experiences, knowledge, projects.

## Event Team

**The Golden Glass Wine Event**, was conceived by Lorenzo Scarpone in 2004, and is currently produced by the Slow Food San Francisco Convivium.

### *Honorary Chair*

Gene Burns

### *Event Chairs*

Dava Guthmiller  
Dominic Philips

### *Event Committee*

Lorenzo Scarpone  
Carmen Tedesco  
Renato Sardo  
Eleanor Bertino  
Naomi Friedman  
Niema Quiet  
Katie Irwin  
Jeff Capaccio  
Erin Hunt  
Vera Ciametti  
Anna Ghosh  
Ceri Smith  
Erin Finnegan  
Steve Rich  
Charlie Arturaola  
Suzette Gresham-Tognetti  
Gianpaolo Paterlini



## Marketing Materials

### Email Promotions

- Email campaign to 6,000 local Slow Food members + 2,000 trade, sent 3 times.
- Slow Food members of West Coast, over 12,000, sent 2 times.
- Slow Food USA monthly *Food Chain* E-Newsletter, (sent to around 30,000 members, professionals and sympathizers), event featured in 4-6 issues.

### Slow Food Publications

- Slow Food Ark of Taste Guide –advertising space (TBD)
- Ad Space in the Slow Food USA’s national newsletter *The Snail* (TBD)

### Print Promotions

- Print advertisement in the San Francisco Chronicle (TBD).
- Poster – displayed in all participating locations (40 restaurants in the Bay Area) and in the main wine stores of the Bay Area.
- Event Program Book: (circ. 3,500)
- Postcard mailed to SF members & trade and distributed in all advocate locations in San Francisco and in few key points in the Bay Area: (circ. 15,000)

### Web

- **Local Website** [www.thegoldenglass.com](http://www.thegoldenglass.com) / [www.slowfoodsanfrancisco.com](http://www.slowfoodsanfrancisco.com)
- **Slow Food USA national website** (10,000 visits per day) [www.slowfoodusa.org](http://www.slowfoodusa.org) in the calendar page from the beginning of April. Prominently featured 4 weeks prior to event.
- **Slow Food Intl Website** (50,000 visits per day) [www.slowfood.com](http://www.slowfood.com) in the calendar page from the beginning of April. Prominently featured 3 weeks prior to event.

## Audience

2,500-3,000 Bay Area connoisseurs of high-end food and wine.

The International Slow Food organization now has over 100,000 members on five continents. There is a large Slow Food USA membership, with 50,000 people sharing in the movement countrywide, and over 6,000 members in the Bay Area alone.

## Past Sponsors

Stolze USA, Sherman Clay, Chronicle Books, KGO Newstalk, Food Artisans, Best of Italy Consumer Association (BICA), Bottlenotes, Noise 13 Design.



## Sponsorship Levels

### **GOLDEN SPONSOR (Presenting Partner) - \$10,000**

Limited to 1 company:

- Sponsor's logo will appear in all Golden Glass print advertisements
- Sponsor's full-page color advertisement in the Golden Glass Event program
- Sponsor's logo will appear in the Slow Food USA national journal (*The Snail*)
- Sponsor's logo will appear in the other printed ads purchased by The Golden Glass
- Sponsor's logo and link will appear on the front page of the Golden Glass website, which will be featured in the last 4 weeks in the homepage of the Slow Food USA website (10,000 visits) and of the Slow Food International website (50,000 visits).
- Sponsor's logo will appear on the Golden Glass entrance banner
- Display space (max. 3 tables) at the Golden Glass on June 21st
- Sponsor's logo on The Golden Glass marketing (postcards and posters) and email promotions;
- 30 complimentary tickets to the event
- Sponsor's name will appear on one side of the wine glass ("The Golden Glass" on the other side.)

### **SILVER SPONSORS - \$5000**

Limited to 2 companies

- Sponsor's full-page b/w advertisement in the Golden Glass Event program
- Sponsor's logo will appear in the Slow Food USA national journal (*The Snail*)
- Sponsor's logo will appear in the other printed ads purchased by The Golden Glass
- Sponsor's logo and link will appear on the Golden Glass website, which will be featured in the last 4 weeks in the homepage of the Slow Food USA website (10,000 visits) and of the Slow Food International website (50,000 visits).
- Display space (max. 2 tables) at the Golden Glass on June 21st
- Sponsor's logo on The Golden Glass mail (postcards and posters) and email promotions
- 20 complimentary tickets to Saturday's tasting event

### **BRONZE SPONSORS - \$2500**

- Sponsor's half-page b/w advertisement in the Golden Glass Event program
- Sponsor's business name and link will appear on the Golden Glass website, which will be featured in the last 4 weeks in the homepage of the Slow Food USA website (10,000 visits) and of the Slow Food International website (50,000 visits).
- Display space (max. 1 table) at the Golden Glass on June 21st
- Sponsor's logo on The Golden Glass mail (postcards and posters) and email promotions
- 10 complimentary tickets to Saturday's tasting event

### **SNAIL SPONSORS - \$1000**

- Sponsor's business name and link will appear on the Golden Glass website, which will be featured in the last 4 weeks in the homepage of the Slow Food USA website (10,000 visits) and of the Slow Food International website (50,000 visits).
- Sponsor's NAME on The Golden Glass mail (postcards and posters) and email promotions
- 4 complimentary tickets to Saturday's tasting event

### **IN-KIND SPONSORS (donations of supplies, food, media, or services)**

- Sponsor's logo and link will appear on the Golden Glass website, which will be featured in the last 4 weeks in the homepage of the Slow Food USA website (10,000 visits) and of the Slow Food International website (50,000 visits).
- Sponsor's NAME on The Golden Glass mail (postcards and posters) and email promotions
- 2 complimentary tickets to Saturday's tasting event