

SHOWCASE YOUR WINE AT THE



BECOME A WINERY PARTNER OF OUR POST-RACE WINE & MUSIC FESTIVAL

**May 11, 2024 | 9:30AM-NOON
SOLVANG PARK**

Connect with over 2,000 active, affluent, and well-traveled participants and their guests who share a passion for running and the wine country experience.

The Santa Barbara Wine Country Half Marathon attracts runners from all over the world who travel to wine country to run, sip, and explore. When you sign on as a Winery Partner, you'll receive year-round digital marketing benefits and access to our loyal audience of over 75K email subscribers and 200K social reach and valuable on-site exposure, as well as a number of comped and discounted entries into the race.

Showcase your wines by participating in our Post-Race Wine & Music Festival and partnering on race weekend special events, VIP tours, and tastings.

Benefitting



WINERY PARTNER BENEFITS

The earlier you sign up, the more marketing
benefits you'll receive!



DIGITAL MARKETING

- Logo, link, and blurb on race website.
- Inclusion in winery-dedicated emails to our database.
- Social media promotion

- ❖ By March 15: 2 social media posts
- ❖ By April 15: 1 social media post

- Event cross-promotion
- Opportunity for customized partnership with national sponsors



RACE ENTRIES

- Receive 2 complimentary and up to 4 half-price race entries!
- Raffle off these highly sought-after entries to wine club members or as a tasting room promotion!

YOUR COMMITMENT



- 3 – 4 cases of wine (red/white/rosé)
- Award wine (see winery partner form)
- 1 social media mention of event and inclusion in one monthly newsletter/eblast leading up to event

*Images and preferred content to be provided by winery. Content creation assistance provided by event marketing team

2024 Post-Race Wine Festival
Solvang Park, Solvang, CA
May 11, 2024 9:30 AM - 12:00 PM

www.runsipsantabarbara.com

Contact Danielle Lageman
DLageman@motivsports.com

@sbwinehalf

WINERY PARTNER 2024

Santa Barbara Wine Country Half Marathon

Saturday, May 11, 2024

Solvang Park | Solvang, CA



Please return to Danielle Lageman
DLageman@motivsports.com

Winery _____

Contact _____

Phone _____

Email _____

Winery & Tasting Room Address:

Website: www. _____

Select an Award Category

____ Half Marathon Age Group - 6 Bottles

____ 1st or 2nd Overall Male & Female Winner – 2 Magnums
per place

____ 1st place team – 1 Case

Additional Opportunities – shared via several channels!

____ Please send me race entries for a Winery Team
Runner Perks Program (great way to get runners into your tasting rooms!)

____ I'd like to offer runners who show their bib/medal over
race weekend "Member for a Day" benefits.

____ I'd like to offer runners who show their bib/medal over
race weekend 2 for 1 tastings.

Signature _____ Date _____