



NorCal Public Media

Food & Wine Awards

Honoring Makers and Heroes Who Give Back

A PBS/NPR Fundraiser

The premiere **NorCal Public Media Food & Wine Awards** will take place on **Saturday, March 25, 2023 from 6pm – 9pm at The Luther Burbank Center for the Arts Grand Lobby**. Join us as we celebrate dedicated leaders in our agricultural and wine industries, foundations and philanthropists making a difference, biodiverse and regenerative food production, food justice, and workers' rights.

Multi-Media Presentations and Awards

Listen to our Guests of Honor share their thoughts and advice on how to succeed as environmental sustainers, food producers, worker advocates, wine producers, and mentors for others along the way.

We'll also be celebrating the honorees and NorCal's commitment to environmental programming with multi-media displays throughout the reception. You'll meet exceptional people featured in our original series, Bay Area Bountiful which airs on KRCB and KPJK TV stations throughout the Bay Area.

Networking Reception

A relaxed, indoor-outdoor floor plan will allow you to meet old friends and make new ones, too. We'll be serving wines from leading local vineyards and offering an array of delicious small bites and local cheeses.

All to Benefit a Good Cause, the Nonprofit Northern California Public Media (NorCal)

NorCal is a nonprofit PBS, NPR and independent broadcaster based in Rohnert Park. We've served North Bay and Bay Area residents for 40 years with high-quality, diverse and free programming. We reach hundreds of thousands of diverse listeners and viewers on a weekly basis through our various channels (two TV stations, radio, and digital).

HONOREES MEET OUR AWARD WINNERS

GRAND AWARD: ALICE WATERS

Alice Waters is a chef, author, food activist, and the founder of Chez Panisse Restaurant in Berkeley (est. 1971). She has been a champion of local sustainable agriculture for over four decades. In 1995 she founded the Edible Schoolyard Project, which advocates for a free regenerative organic school lunch for all children and a sustainable food curriculum in every public school.

FARM-TO-COMMUNITY LEADERS

Duskie Estes

Duskie Estes is the Executive Director of Farm to Pantry, and has two decades of dedication to ethical sourcing and advocacy for small farmers in her farm-to-table restaurant, ZAZU Kitchen+Farm and her meat company, Black Pig Meat Co. A graduate of Brown University, Estes's career has included critical acclaim as well as television appearances on Food Network and PBS.

Deborah Bartolucci

The tiny town of Geyserville is on its way to a fully-funded program and site for outdoor classrooms, farming, science, and technical programs for students with a farm-to-table kitchen, farmer's market and community center. As Deborah says when she describes these programs she has guided into life, "After studying conventional agriculture, embracing 21st-century science, skills and methods, and recognizing the importance of working symbiotically with nature, our students will be ready to lead the next generation of California farmers and ranchers."

Kyle & Katina Connaughton

Committed to biodiverse ecosystems on their farms in Sonoma County, carrying over to a Michelin-starred plant-based restaurant on the 2022 World's 50 Best Restaurants list, Kyle and Katina Connaughton grow everything local from vegetables to tea to honey to flowers both edible and decorative and offer much of it on the menu seasonally at their restaurant in Healdsburg, California.

AGRICULTURAL BIODIVERSITY & REGENERATION

Yael, Paul and Zureal Bernier

Bernier Farms is a diversified farming operation, specializing in dry-farmed grapes and many different vegetables and fruits. They have always believed that the health of the soil is paramount in sustainability and producing quality crops. The Berniers put their emphasis on diversified farming, sustainable/regenerative ag, farm labor best practices, farm training/student hosting program, building farm education in the local community.

Lynda Hopkins

We celebrate Ms Hopkins for her work with Sonoma County Farm Trails, Family Farmers, and on local environmental improvements as a Sonoma County Supervisor serving the Russian River to the Sonoma Coast. In 2022, her leadership in cooperation with her community brought to life the Russian River Confluence.

FOUNDATIONS AND PHILANTHROPISTS MAKING A DIFFERENCE

Carol Rathmann

Carol developed and has directed Forget Me Not Farm since its beginnings in 1992. The Forget Me Not Farm's flagship program nurtures relationships between children, animals and gardens. Since its inception, Forget Me Not Farm has helped thousands of at-risk children and youth break the cycle of abuse.

Dr. Marty Griffin

L. Martin (Marty) Griffin, M.D. helped save the Marin and Sonoma County coasts from development, along with the Russian River, by preventing the building of a coastal four-lane freeway and a coastal aqueduct from the Russian River. He was instrumental in creating the Audubon Canyon Ranch, the gateway to the 71,000-acre Point Reyes National Seashore and the Golden Gate National Recreation Area. In 1998 he wrote the award-winning book, Saving the Marin-Sonoma Coast, the inspiration for the KRCB documentary film, *Rebels With a Cause*.

WINE WORLD GAME CHANGERS

Julie Lumgair

As a fifth generation family farmer, Julie has served many clients in combined winemaking and winegrowing roles with a keen eye on agricultural practices impacting sustainability and quality. Passionate about networking and education in her field, Julie is a contributing technical writer, educational speaker and wine judge for many industry publications and conferences.

Dr. Anita Oberholster

As extension enologist at UC Davis, Anita brings research and developments from the Department of Viticulture and Enology to the wine industry and continually interacts with its vineyard and winery professionals. She has led research efforts on smoke taint and its mitigation in grapes and wine, winery sanitation, and Red Blotch Virus.

Bettina Sichel

Bettina Sichel is the fifth generation of the Sichel family to work in the wine business. In 2011, she became the steward of Laurel Glen Vineyard after purchasing the iconic estate from founder Patrick Campbell in partnership with a small group of wine lovers. Once considered one of the great Cabernets of California, Laurel Glen Vineyard became the next chapter of Bettina's career when she turned her skills and dedication to rebuilding its quality and reputation.

Nova Cadamatre, MW

A winemaker with a wide and diverse background, Nova has worked with some of the top vineyards in the Napa Valley including To Kalon, Vine Hill Ranch, MacDonald, Detert, and Hyde Vineyard. In 2017, Nova was the first female winemaker in the US to achieve the title of Master of Wine. Nova has been named to *Wine Enthusiast's* "Top 40 under 40" list and has numerous 90+ scoring wines from both coasts to her credit.

Join these fine sponsors to support this event, celebrate the best practices of food and wine heroes, and help our Bay Area public television stations to continue with our Emmy-Award winning environmental programs and productions.



AG +
OPEN
SPACE
SONOMA COUNTY

CLINE
FAMILY CELLARS



Palmeri
Palmeri Wines



VINTNERS
RESORT



An Array of Affordable Sponsorship Options

Your sponsorship will place a spotlight on your company's commitment to good causes, and on the hard work, talent, accomplishments, and opportunities for people working for sustainability, environmental responsibility, diversity, equality and justice.

Your company will be prominently highlighted as a Sponsor as **we promote the event over several months** on our two Bay Area TV stations and our Sonoma County NPR radio station, and you will attend the event to mix with hundreds of attendees.

NorCal Public Media Food & Wine Awards SPONSORSHIP PACKAGES

SPONSOR BENEFITS	Diamond \$10K	Gold \$5K	Silver \$2.5K	Bronze No Fee - Give Out Wine or Food
ONSITE AT EVENT				
Company name and logo displayed onsite event signage and multi-media	■	■	■	■
Complimentary Event Tickets (\$100 Value Per Person)	10	6	4	2
Optional Tabletop to Serve and Promote your Food or Wine or for discussions. 24' space for Diamond, 16' for Gold, 8' for Silver and Bronze	3	2	1	1
Top Branding Designation on Event Website/Email/Social Media/Promotion	■	■		
Prominent Branding on Event Website/Email/Social Media/Promotion	■	■	■	■
Supporting the Nonprofit Northern California Public Media	■	■	■	■
PRE-EVENT PUBLICITY				
Complimentary PBS and NPR Media Campaigns* Reaching Viewers and Listeners the Bay Area and North Bay				
4 Month Bay Area TV Campaign** on our Two TV Stations, KRCB (PBS) and KPJK	■			
2 Month Bay Area TV Campaign on our Two TV Stations, KRCB (PBS) and KPJK		■		
NorCal Will Create a High-Quality 15-Second TV Spot promoting your Sponsorship	■	■		
Radio: Complimentary Media Campaigns* Reaching Listeners in the North Bay				
4 Month Sonoma County Radio Campaign* on our NPR Station, KRCB 104.9	■			
2 Month Sonoma County Radio Campaign on our NPR Station, KRCB 104.9		■	■	
NorCal Will Create a High-Quality 15-Second Radio Spot promoting your Sponsorship	■	■	■	

* We can adjust TV and radio campaigns if you have a preference.

** All TV and radio scripts need to adhere to public media guidelines and be approved in advance. Typically, not an issue.

*For more information on sponsorship, please call Mike Flynn
at 707-584-2062 or email mike_flynn@norcalpublicmedia.org*