



NorCal Public Media 2024

Food & Wine Awards

Honoring Makers and Heroes Who Give Back

A PBS/NPR Fundraiser

The **2nd Annual NorCal Public Media Food & Wine Awards** will take place on **Saturday, March 30, 2024, at The Luther Burbank Center for the Arts**. Join us as we award dedicated leaders in our agriculture and wine industries, foundations and philanthropists making a difference, biodiverse and regenerative food production, farming, food justice, and ag 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 environmental television productions airing on KRCB and KPJK TV stations and digital streaming 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 producers and offering an array of delicious small bites, cheeses and more from local farms.

Proceeds Benefit Northern California Public Media (NorCal) and the Center for Environmental Reporting

NorCal is a nonprofit PBS, NPR and independent broadcaster based in Sonoma County for 40 years. We serve the Greater Bay Area with a wide variety of high-quality, entertaining, educational and free programming. We reach over 1.2 million diverse listeners and viewers on a weekly basis through our channels (two broadcast public TV stations, public radio, and streaming services).

HONOREES

MEET OUR 2023 AWARD WINNERS

GRAND AWARD: ALICE WATERS

FARM-TO-COMMUNITY LEADERS

Duskie Estes, Farm to Pantry

Deborah Bartolucci, Geyserville Schools

Kyle & Katina Connaughton, Single Thread Farms and Restaurant

AGRICULTURAL BIODIVERSITY & REGENERATION

Yael, Paul and Zureal Bernier, Bernier Farms

Lynda Hopkins, Sonoma County Supervisor

Lou and Susan Preston, Preston Farm & Winery

FOUNDATIONS AND PHILANTHROPISTS MAKING A DIFFERENCE

Carol Rathmann, Forget-Me-Not Farm

Dr. Marty Griffin, Environmental Activist

WINE WORLD GAME CHANGERS

Julie Lumgair, Consulting Winemaker

Dr. Anita Oberholster, University of California, Davis

Bettina Sichel, Laurel Glen Vineyard

Nova Cadamatre, MW, Trestle 31 Wines

Nominations For 2024 Award Winners Are Now Open

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.

PRAISE FOR THE INAUGURAL 2023 EVENT

“The awardees were all so impressive, and the short video stories were incredibly touching and inspiring. We were really impressed with how well organized the event was, I must say! There were no hiccups or confusion, the night flowed seamlessly, and we felt very well taken care of as a sponsor for the event.”

~ *Danielle Eastman, J. Lohr Vineyards & Wines*

"We enjoyed the event, did a lot of connecting and learned a lot!"

~ *Lori Mogan, North Bay Children's Center*

"What a delightful evening. Congratulations on the success of the inaugural event!"

~ *Ken Peterson, Monterey Bay Aquarium*

"Tonight's event was truly amazing; it brought together people who are legends, who are the movers and shakers in making sure the food and wine of Sonoma County are the most amazing parts of this world."

~ *Attendee*

"What a great night! John and I wanted you to know how glad we were to be able to participate in your inaugural event."

~ *Attendee*

[CLICK HERE for a highlight video from last year's event](#)

2023 SPONSORS



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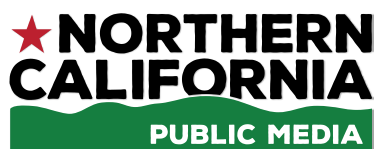


J. LOHR
VINEYARDS & WINES



Palmeri
Palmeri Wines





NorCal Public Media

Food & Wine Awards



SPONSOR BENEFITS	Diamond \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$300 Tabling Fee Wine/Food Donation
ONSITE AT EVENT				
Company name and logo displayed on event signage and multi-media	■	■	■	■
Complimentary Event Tickets (\$150 Value Per Person)	6	4	3	2
6' Table to Serve and Promote your Food or Wine or for discussions. (Optional for all but Bronze level)	2	2	1	1
PRE-EVENT PUBLICITY				
<i>Top Branding</i> Designation on Event Website/Email/Social Media/ Promotion	■	■		
Prominent Branding on Event Website/Email/Social Media/ Promotion	■	■	■	■
Supporting the Nonprofit Northern California Public Media	■	■	■	■
Complimentary Public Television Campaigns* Reaching Viewers in the 9-County Greater Bay Area				
2 Month Bay Area TV Campaign** on our Two TV Stations, KRCB (PBS) and KPJK	■			
Complimentary NPR Radio Campaigns* Reaching Listeners in the North Bay				
3 Month Radio Campaign* on KRCB 104.9FM	■			
2 Month Radio Campaign* on KRCB 104.9FM		■		
1 Month Radio Campaign on KRCB 104.9FM			■	
A LA CARTE SPONSORSHIPS (all benefits at dollar values above plus added features)				
<ul style="list-style-type: none"> Tasting Glass Sponsor (\$10,000) – Your company name/logo etched on all glasses Table Sponsor Winery (\$7,500) – Your wine goes on the center of every table VIP and Green Room Sponsor (\$2,500) – Your company or product is featured in the Green Room at the VIP meet-and-greet hour with Honorees, on the VIP name badges and table signs. Welcome Sparkling Sponsor (\$2,500 and 4 cases of sparkling wine) – Your wine is first at the entry and offered to welcome all guests to the event 				

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

** All TV and radio scripts need to adhere to FCC and 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