



NORCAL PUBLIC MEDIA

FOOD AND WINE

Awards

A BENEFIT FOR ENVIRONMENTAL REPORTING

The 3rd Annual NorCal Public Media Food & Wine Awards takes place **Saturday, May 10, 2025** at the Jackson Theater, Sonoma Country Day School. Join us as we award dedicated leaders in our agriculture and wine industries, biodiverse and regenerative food production, food justice, and sustainable aquaculture.

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 ceremony. You'll meet exceptional people.

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.

Supporting the work of Northern California Public Media (NorCal) and the Center for Environmental Reporting

NorCal is a nonprofit PBS, NPR and independent broadcaster serving the Bay Area for 40 years 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). You'll be supporting the ongoing work of our Center for Environmental Reporting, a multi-media streaming and broadcast hub for our own original environmental programs and news reporting, as well as a wide array of independent documentaries, podcasts and more about climate change, stories and solutions.

HONOREES

MEET OUR PREVIOUS
AWARD WINNERS

GRAND AWARDS

Alice Waters, Albert Straus

AGRICULTURAL BIODIVERSITY AND RENGENERATION

**Don McEnhill, Daniel Kedan, Tucker Taylor, Bernier Farms,
Preston Farm & Winery**

EDUCATING FOR THE FUTURE

Betsy Fischer, Brianna Noble, Jonathan Bravo

WINE WORLD GAME CHANGERS

**Cathy Corison, the Matthiassons, Phil Coturri, Julie Lumbair, Dr. Anita
Oberholster**

FOOD JUSTICE AND FARM-TO-COMMUNITY LEADERS

**Gail Myers, Hector Alvarez, Farm to Pantry, Single Thread Farms and
Restaurant, Redwood Empire Food Bank**

2025 AWARD WINNERS WILL BE ANNOUNCED SOON

An Array of Sponsorship Options—Customizable for Your Business

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 streams and our North Bay NPR radio station, and you will attend the event to mix with hundreds of attendees.

PRAISE FOR PREVIOUS EVENTS

*The 2024 Public Media National Award for Special Events was awarded to the **NorCal Public Media Food & Wine Awards**.*



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

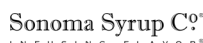
"Tonight's event was truly amazing; it brought together people who are legends, who are the movers and shakers in making sure the food and wine of Sonoma County are the most amazing parts of this world."

~ 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

2024 SPONSORS





VISIT OUR WEBSITE

Sponsor Benefits	Gold Sponsor \$5,000	Silver Sponsor \$2,500	Grand Gallery Sponsor \$1,500	In-Kind Sponsor (Serving beverage or food)
PRE-EVENT PUBLICITY				
Top Branding designation on event website, emails, social media promotion	■	■		
Prominent branding on website, email, social media, promotion	■	■	■	■
Supporting NorCal and climate programs	■	■	■	■
ONSITE AT EVENT				
Company name and logo on event signage and media	■	■		
Tickets to the event (\$100 value per person)	6	4	3	2
Table(s) to serve or promote your organization	Full lounge area, Grand Gallery, Sun Court	15' counter, Grand Gallery	1 in Grand Gallery	1 in East/West Gallery
PUBLIC TELEVISION – BAY AREA BROADCAST AND STREAMING				
2 Month TV Underwriting Campaign on KRCB-PBS and KPJK	■			
NPR RADIO – NORTH BAY BROADCAST AND STREAMING				
2 Month Radio Campaign on KRCB-NPR	■			
1 Month Radio Campaign on KRCB-NPR		■		

A LA CARTE SPONSORSHIPS—Customized promotion and benefits					
Welcome Wine Sponsor \$2,500 and 5 cases of sparkling wine	Pre-event publicity	SOLD OUT!		1 month Radio campaign	Supporting NorCal & climate programs
Banner Sponsor \$1,000	Website logo and link	Banner hung in main theater	2 tickets		Supporting NorCal & climate programs
Category Sponsor \$1,000	Website logo and link	On-screen at ceremony	2 tickets	Logo in Event Program	Supporting NorCal & climate programs
Silent Auction Sponsor \$500 minimum auction donation	Featured in silent auction	In theater after ceremony	2 tickets		Supporting NorCal & climate programs

* 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