



4th Annual
South Bay Beer & Wine Festival*
Ernie Howlett Park, Rolling Hills Estates
Sunday, May 21, 2017
1:00 pm to 5:00 pm
www.sbbeerwinefest.com



South Bay Beer & Wine Festival Fact Sheet

DESCRIPTION

The Rotary Clubs of El Segundo, Palos Verdes Peninsula, and South Bay Sunrise present the 4th Annual South Bay Beer and Wine Festival featuring many wineries, breweries and restaurants, entertainment, plus silent auction and opportunity drawing. Our guests are from Torrance, El Segundo, the Beach Cities, the Palos Verdes Peninsula, San Pedro and surrounding South Bay and Harbor area communities. They represent a broad spectrum of the South Bay population.

THE EVENT

The South Bay Beer and Wine Festival is a major fundraising event. The event will be held on Sunday, May 21, 2017, at Ernie Howlett Park in Rolling Hills Estates from noon to 5:00 p.m. General admission is \$65 early bird, \$75 one month prior to the event. Entrance for General Admission guests will begin at 1:00 p.m. The Festival starts at noon for VIP ticket holders; VIP ticket details are stilling being planned. No more than 2,000 event tickets will be sold.

We plan to have about 30 restaurants, 40 breweries, and 20 wineries. There will also be an art show with 10 - 20 local artists, a silent auction, and music provided by a local rock band.

ADVERTISING AND PROMOTION

We are promoting this event to the community and all participant names will be included. We plan to advertise and promote in the following ways:

- Chamber of Commerce eBlasts: Palos Verdes, Torrance, El Segundo and others
- Emails from various non-profits we support
- Beer Paper LA (2 full page ads)
- Fliers and point-of-purchase cards in participating restaurants and breweries
- Website and other social media
- Word of mouth

South Bay Sunrise Rotary Club Foundation
P. O. Box 152
Torrance, CA 90507-0152
501(c)(3) tax id # 45-3033066

*Sponsored by the Rotary Clubs of El Segundo, Palos Verdes Peninsula, and South Bay Sunrise



4th Annual
South Bay Beer & Wine Festival*
Ernie Howlett Park, Rolling Hills Estates
Sunday, May 21, 2017
1:00 pm to 5:00 pm
www.sbbeerwinefest.com



WHAT IS INCLUDED?

We will supply each participant with:

- One 10 x 10 pop up tent
- Two 6 foot tables, one plastic table cloth, and 2 chairs
- Plastic spoons, forks, plates, bowls, napkins
- A souvenir tasting glass
- Ice

Please note that a limited number of electrical or propane booths are available upon request. These items are provided at no cost to the participant.

THE RECIPIENTS

Proceeds from this event are designated to support the humanitarian programs of the Rotary Clubs of El Segundo, Palos Verdes Peninsula, and South Bay Sunrise. Our Rotary Clubs support community programs focused on health and nutrition, high school leadership and Interact (the Rotary sponsored high school service club), education and literacy, vocational training, and community space restoration and renovation. We also support international projects such as worldwide eradication of polio, clean water projects, and wheelchair purchase and distribution.

WHAT IS ROTARY?

Rotary is the world's premier international humanitarian service organization. It is a diverse global network of community, business, and professional leaders who address relevant social causes to change lives and build goodwill and peace at home and abroad. Our fundraising supports:

- Economic and community development
- Education and literacy
- Maternal and child health
- Water and sanitation
- Disease prevention and treatment
- Peace and conflict prevention and resolution

Learn more about Rotary at www.rotary.org

South Bay Sunrise Rotary Club Foundation
P. O. Box 152
Torrance, CA 90507-0152
501(c)(3) tax id # 45-3033066

*Sponsored by the Rotary Clubs of El Segundo, Palos Verdes Peninsula, and South Bay Sunrise