

**TEMECULA VALLEY BALLOON AND WINE FESTIVAL
2014 ENTRY**

**BEST SPONSORSHIP PROGRAM FOR INDIVIDUAL SPONSOR
#42**

"CLUB VINNY & TEMECULA VALLEY VISITORS CENTER" MOBILE APP SPONSOR

A. Introduction & Description of Main Event

Celebrating 31 years of beautiful hot air balloon launches at dawn, stunning evening balloon glows, world renowned musical entertainment in concert, wine tasting, food and wine pairings and family entertainment. The Temecula Valley Balloon & Wine Festival has branded the Temecula Valley as the place with *"the Balloon and Wine Festival"* and is one of the highest attended events in Southern California.

Located on the border of San Diego and Riverside Counties, the Festival has an enormous pool of media within its reach, with three very large demographic market areas. These areas include Los Angeles/Orange County, Riverside/San Bernardino and San Diego. Major media offices are located anywhere from 40 minutes to 2 hours from our Festival site.

Each year our challenge is to provide something "new" and exciting, that can entice the producers, editors, and photojournalists to take the drive to our Festival for live coverage, while providing pre-event publicity in the weeks and months prior to the event. Following the 30th Anniversary and experiencing a decline in the number of print media, we had additional challenges and focused our attention on the visual beauty of the balloons in flight.

B. Name of Program & Sponsor

Mobile Application and Bounce Back Promotion, for the Temecula Valley Visitors Center - Southern California Wine Country.

C. Description and Purpose of Event/Program

Temecula Valley Wine Country, and its wineries, is the primary pillar in the venues offered during the 3-Day Temecula Valley Balloon & Wine Festival. The Mobile Application and Bounce Back program was designed to provide an incentive for Festival guests to return to wine country later in the year, and during "soft shoulder" seasons for the Temecula Valley Tourism season. With 38,000 to 40,000 guests attending the Festival during the event, the challenge has continued to be, "How do we get the guest to revisit the Temecula Valley and stay the night?"

The goal was to utilize the Festival's new mobile application to provide more information on the wineries, including:

- Websites
- Addresses and phone numbers
- Links to the Temecula Valley Visitor's Center/CVB

“Club Vinny” was created for future visits, events and room stays. The “Club Vinny” card was given to all wine and beer beverage purchasers at the Festival.

“Club Vinny” Promotional Card included:

- 2 for 1 wine tasting at participating wineries
- Special discount for an overnight stay at Temecula Creek Inn and Resort (a key partner with the Temecula Valley Visitors Center/CVB)

An interactive tool component was developed for our mobile application. A photo-backdrop, pop-in feature of our application was created to bolster Festival's branding efforts. Additionally, the photo-feature provided a cross-promotion opportunity for the Festival, by allowing our users to showcase their other, unique adventures throughout Southern California Wine Country (creating positive joint-association.) Additionally, though passive in nature, it kept us top-of-mind with our users.

The program provided the Temecula Valley Visitors Center with a rotational banner on the mobile application, 4,000 postcards to distribute showcasing the offer for the 2 for 1 wine tasting opportunity and overnight stay discount, recognition as a sponsor and presence at the Festival.

Promotional support:

Postcard Distribution:

- Wine Tasting participants
- Food & Wine Pairing guests
- Beer & Food Pairing guests
- Temecula Valley Visitors Center office & events

Social Media:

- Facebook
- Twitter
- E-mails to Festival online ticket buyers

Our new App was made available at App Stores on May 2, 2014 - 28 days before the Festival began. To increase app awareness, user download and usage, we actively included its promotion in our total Social Media campaign efforts. Additionally, it was a mandatory tool for our Scavenger Hunt. Participants were asked to take photos of each task completion, using the photo-frame portion of our application. For official entry, they had to then post their "finds" to Facebook/TVBWF or email the Festival a copy of each of their photos. Lastly, three (3) eBlasts were sent to our 5,000 email database subscribers. A call for action was communicated - for user download of application. Facebook and Twitter posts regularly encouraged friends/followers to download the application for our latest news.

D. Description of Sponsor, Level, Benefits

The Temecula Valley Visitors Bureau/CVB is the convention and visitors bureau of Southern California Wine Country. As a strong sponsor and partner of the Festival, the CVB has sponsored numerous marketing programs for the Festival. As a condition of their Tourism Improvement District ordinance, monies spent for sponsorships need to have a direct impact on room night sales and promotions. Local hotels during the three-day Festival regularly sell out. We received a \$4,000 cash sponsorship for this. Sponsorship benefits included:

- Banner on Mobile app, rotating with County and 3 other sponsors with link to TVCVB WEBSITE
- Link on Sponsor page of Mobile App with link to TVCVB Website
- 10,000, 4x6 postcards distributed to Festival to wine & beer purchasers
- Promotion duration to be valid through December 31st, 2014
- Logo on all printed advertising materials provided Sponsor meets deadlines
- Recognition as Sponsor at Temecula Valley Balloon and Wine Festival

- Inclusion of logo in Festival flyers
- Recognition and logo in Festival Souvenir Program
- 1 sign or banner (furnished by Sponsor) on-site at event
- Access to VIP Hospitality Tent for 4 guests
- Regular mentions, on the wine stage - with suggest copy like "Book your room at visittemecula.com
- 10x20 booth space at Festival entrance for information and CVB literature
- 8 Adult Festival Tickets

E. Overall Effectiveness/Success of Program

Redemption of the 2 for 1 wine tasting just began July 15, 2014 its total effectiveness cannot be measured until the conclusion of the promotion. Redemption of the room discount is subject to the same timeline so the information is not available at this time.

Effectiveness of the mobile application downloads and usage is as follows:

- 739 apps were downloaded, primarily in IOS format (iPad, iPhone)
- Online ticket sales were accessed 384 times
- Over 400 photos were taken with the applications photo frame feature
- The Temecula Valley Visitors Center/CVB received 7,488 banner impressions from the mobile application
- July 15 email to wine, food and beverage ticket purchasers had a 29% open rate, exceeding industry standards of 14.1%

Supporting Question

What challenges/obstacles were encountered and how were they handled?

The biggest challenge was confirming Temecula Valley winery participants early enough to include them in the promotion and the postcard. Many of the wineries are small businesses with owner/operators that are exceptionally busy. Additionally, Temecula Valley Wine Country is packed on weekends with winery tasting rooms at capacity. Most wineries have more business on weekends than they need. Traditionally, slower winery traffic occurs in the summer months and prior to winter holidays. For this reason, we targeted the 2 for 1 Bounce Back campaign for the last half of the year beginning July 15 and ending December 31, 2014.

Letters were mailed and emailed to all Wineries inviting them to participate in the campaign, with follow up phone calls and emails initiated to all wineries participating at the Festival. Wineries were allowed to place restrictions on the 2 for 1 offer, limiting weekend days or holidays. Seven out of the 16 wineries asked to participate, joined the promotion.