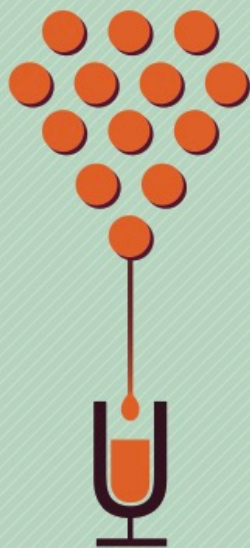




CRUSH



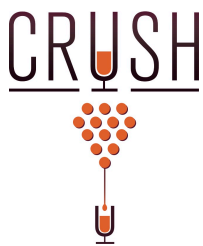
ARTISANAL WINE, ART AND FOOD TASTING EVENT

1- 5PM
Sunday
5.19.13

VIP 1-5pm
General Admission 2-5pm

18th Street Arts Center
1639 18th Street, Santa Monica
www.18thstreet.org

*ALL proceeds benefit 18th Street Arts Center
and its important programming*



CRUSH 2013

Artisanal Wine, Art & Food Tasting Event

CRUSH is the premiere event in Los Angeles to reach urban foodies, wine-loving enthusiasts and cultural seekers. This unique wine, food and art event is the compliment to 18th Street Arts Center's widely successful, BAM Fest which brings 35 craft breweries, art and music to over 1,600 attendees each year. **CRUSH** celebrates the best of over 50 wines, specialty cocktails, and culinary delights from the Los Angeles' top chefs and restaurants. Attendees not only feel great because they're spending a Sunday afternoon sampling in the sun, checking out great contemporary art while listening to live jazz music, but also because they know that all proceeds benefit 18th Street Arts Center, a 25-year old, influential non-profit arts organization in Los Angeles. A fresh, fun and innovative event, **CRUSH** also includes mini wine seminars and cooking demonstrations that help attendees remember your brand. The event has a 700 person capacity and tickets are \$45-\$55, creating an ideal and accessible environment for wine, food and cultural education.



Educate about your brand

Associate your brand with the local community by acting as a supporter of a well-respected non-profit arts center



Engage a new audience

Connect your wine, restaurant or catering service to hundreds of engaged and information hungry cultural enthusiasts

WE CREATE EVENTS THAT ENGAGE AND LEAVE LASTING IMPRESSIONS



On October 6th 18th Street Arts Center threw its 3rd Annual Beer, Art and Music Festival, **BAM Fest**. The event, which highlighted 35 craft breweries, 4 live bands, open galleries and artist studios was a SOLD OUT hit!

over **1,600** attendees
enjoyed the 2012 BAM Fest at
18th Street Arts Center

for the month leading up to
the event there were

22,872 page

views of the event webpage
where vendors are listed

80+ positive press

reviews in press outlets
including LA Weekly, LA
Times, KCRW and more

A poster detailing the event's offerings and ticket prices. It lists ticket prices (\$35, \$40, \$45) and arrival recommendations. It also lists the number of breweries (30+), bands (4), and galleries (3). A list of participating breweries and bands is provided at the bottom.

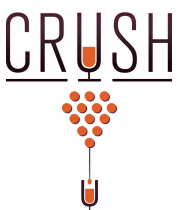
Ticket Price	Arrival Recommendation	Number of Breweries	Number of Bands	Number of Galleries
\$35	before Sept. 22	30+	4	3
\$40	after Sept. 22			
\$45	at the door			

Early arrival recommended, limited capacity

30+ Breweries Open artist studios
4 Bands Artist market
3 Galleries Artisan food vendors

Music
American Bloomers
Lysa Flores & East L.A. Taiko
The Americans
The Dustbowl Revival
Freshair

BREWERIES
Anchor Brewing Co.
Angel City Brewing Co.
Ballast Point Brewing Co.
Beachwood BBQ & Brewing Co.
Bootlegger's Brewery
Boston Beer Co.
Brasserie d'Achouffe
Brewery Ommegang
Brouwerij West
The Brewery at Abigaile
The Bruery
Cismontane Brewing Co.
Cosmic Ales
De Koninck
Drake's Brewing Co.
Duvel-Moortgat
El Segundo Brewing Co.
Firestone Walker Brewing Co.
Golden Road Brewing Co.
Hangar 24 Brewing Co.
Julian Hard Cider
Ladyface Ale Companie
Lagunitas Brewing Co.
Liefmans
Maredsous
Monkish Brewing Co.
New Belgium Brewing Co.
North Coast Brewing Co.
Pizza Port - Carlsbad
Sierra Nevada Brewing Co.
Smog City Brewing Co.
Stone Brewing Co.
Strand Brewing Co.
Surf Brewery
TAPS Fish House and Brewery



MEET **CRUSH** ATTENDEES

People who attend 18th Street Arts Center for either an art opening, studio visit or one of its large-scale events like BAM Fest or **CRUSH** are interested in and supportive of contemporary art and culture and they embrace the intersection of artistic practices, ideas and communities. They are interested in innovative experiences and enjoy trying and learning new things. 18th Street attendees also believe in the importance of supporting artists of all disciplines which includes the culinary arts, increasingly popular craft drink culture and new inventive wine productions.



18th Street Arts Center's Audience

70% have an annual household income of \$79,000 or higher

84% of attendees have a Bachelor's degree or higher

Most go to dinner or drinks 2-3 times per week

CRUSH ISN'T YOUR AVERAGE WINE & FOOD TASTING EVENT



With open galleries, break-out artist talks, performance, art installations and open studios, culture is woven throughout the event giving attendees a more meaningful and lasting experience.

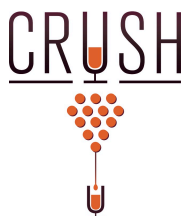
Live, original music performed by local bands brings a festive energy to **CRUSH**.

By adding 20-minute crash course wine seminars and cooking demonstrations, **CRUSH** also educates attendees about artisanal food and drink trends and all topics wine related.



For 2013's **CRUSH**

18th Street Arts Center will feature a formal exhibition of the bi-national, multi-disciplinary, collaborative project Forêt Intérieure/Interior by Los Angeles-based artist Alexandra Grant in collaboration with renowned Paris-based writer Hélène Cixous. Grant's installation, co-curated by Pilar Tompkins Rivas, is one example of the art that **CRUSH** helps to underwrite.



HOW WE MARKET **CRUSH**

AWESOME WEBSITE

18th Street Arts Center's website was recently updated in January 2013 to reflect how it directly supports the creation of cutting-edge contemporary art and how it is driven to foster collaboration and interaction between all types of artists locally, nationally and internationally. The marketing shows potential attendees that **CRUSH** is a different kind of wine event. The site is visually engaging with both video and multiple images of artworks and events. www.18thstreet.org

OUR E-MAIL LIST



18th Street has spent years building its mailing list. Regular monthly newsletters are sent out as well as event updates and announcements. Their list is segmented into multiple different groups for targeted marketing, such as "Local Press Outlets" and "Past BAM Fest Attendees" which makes it very powerful.

LOCAL PARTNERSHIPS, PRESS AND RADIO

After over 25 years in West LA, 18th Street has made quite a few partnerships with government agencies and city-specific companies to help spread the word about events. In addition, press releases are sent out to over 200 blogs and websites and partnerships with KCRW, 100.3FM the Sound, Santa Monica Daily Press and more are utilized for events such as BAM Fest and **CRUSH**.



SOCIAL MEDIA

18th Street maintains an active social media presence before, during and after every event. They are successful in leveraging people to share their experiences and thoughts using social media.



OPPORTUNITY TO EXHIBIT AT CRUSH



The Easiest Way to Be a Part of **CRUSH** is to Have a **WINE** or **FOOD** Tent.

Here is what we will provide for you.

- 10' x 10' shaded tent
- Two 8' x 3' draped tables
- Bucket with ice service
- Listing on website and in all marketing materials
- Electricity as needed
- Volunteers to assist
- Your logo and link to your website on event webpage
- Your name listed on all marketing materials

There is NO Upfront Cost to Have a Food or Wine Tent at CRUSH

In exchange for the opportunity to market your brand to 700+ attendees as well as having your company highlighted on all marketing materials produced by 18th Street, we just ask that you prepare and serve individual tastings of wine or food for 700 guests. Feel free to better engage attendees by bringing posters, Easy-Ups and other Swag.

CRASH COURSES

A Crash Course is a 20-minute seminar where you stand up, pour 3-4 wines, and teach around 30 attendees about a general wine subject that relates to your brand. For example, you can pour wines that range in price and ask attendees to guess the costs of the wines while explaining why they are different.

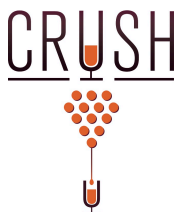
Courses are limited with only four available during the event. Please inquire with a solid, creative concept. Concepts should try and go beyond your specific wines and focus on educating attendees about a general wine topic.



- Teach more in-depth topics that require consecutive tasting
- Make a lasting impact on attendees with the story of your brand
- Captive audience for 20 minutes at a time

VIP FEATURED BOOTH

You receive a larger booth size and priority placement at the event. You will have dedicated online promotion which will get your brand in front of thousands of 18th Street supporters, members and fans. You are awarded the opportunity to give a special presentation for the VIP attendees and are billed as out VIP bonus so those members truly remember your brand.



Please contact Nicole Gordillo Schimpf for pricing.

Nicole Gordillo Schimpf | nicole@tapandcheer.com | 310-621-0992

OTHER PARTNERSHIPS & SPONSORSHIPS

Ticket Giveaways:

Run a contest via Facebook, Twitter, or your email list and give away tickets to CRUSH. It's a great way to engage your audience and gain access to our audience at the same time. Talk to Nicole Gordillo first about how you can add this to your marketing plan.



Sponsor CRUSH:

Stand out in the crowd or market your own non-wine or food product through a sponsorship. We will work closely with your brand to create a custom sponsorship that best delivers your product and message to our audience. Past sponsorships have included MOGL, Fruits to the Roots Soap, Beach Barcycle, Earthways Foundation, Equinox and Herbal Teas. **For sponsorships rates please contact Nicole Gordillo Schimpf**



Other Creative Ideas:

We love being pitched new, creative, and out-of-the-box concepts. If you have marketing goals you want to accomplish, we are up to the task!

So swirl your glass and sniff its bouquet

Grab a fork and dig in

...and savor every last bite!

ABOUT 18TH STREET ARTS CENTER

Founded in 1988, 18th Street Arts Center's mission is to provoke public dialogue through contemporary art making.



Conspirer by Alexandra Grant

18th Street Arts Center is the largest and oldest continuously running artist residency program in Southern California. Founded in 1988 we host over 50 artists a year. 18th Street's residency programs encourage and support risk-taking at critical junctures in one's career while living and working on our five-building campus. Curated locally and from around the world, 18th Street's artists advance the global portfolio of significant contemporary art.

** Artists act as catalysts through their work. They contribute to community life through civic leadership, youth development, neighborhood revitalization, economic development and more.*

** Artists work in diverse settings and all sectors. Besides museums, movies, and opera houses, they work in schools, parks, hospitals, homeless shelters, prisons, in the nonprofit, commercial, and public sectors.*