



Oregon's Premier AAPI Food & Wine Fest  
during Oregon Wine Month & Asian American  
Pacific Islander Heritage Month.

**Saturday & Sunday**

**May 18 & 19, 2024**

**11am - 5pm**

**Location: Stoller Family Estate  
Dayton, Oregon**

**SPONSORSHIP  
OPPORTUNITIES**

OregonAAPIFoodandWine.com | Contact: [lois.cho@oregonaapifoodandwine.com](mailto:lois.cho@oregonaapifoodandwine.com)  
Instagram: [@oregonaapifoodwine](https://www.instagram.com/oregonaapifoodwine) Hashtag: [#oregonaapifoodwine](https://www.instagram.com/oregonaapifoodwine)



Oregon's Premier AAPI Food & Wine Fest celebrates and uplifts the AAPI individuals that make the state diverse and delicious. The inaugural 2023 event was a sold out success, welcoming a young and diverse demographic of 1,000 guests over two days. The event featured ten AAPI featured chefs from Portland and five AAPI owned wineries from the Willamette Valley.

### 2023 Featured Wineries:

CHO Wines  
Et Filles  
Evening Land  
Hundred Suns Wine  
Shiba Wichern

### 2023 Featured Sommelier

Ron Acierto | Ōkta



### 2023 Featured Chefs

Baon Kainan | Ethan & Geri Leung  
Bhuna | Deepak Kaul  
HeyDay | Lisa Nguyen  
KauKau | Brandon & Tracee Hirahara  
KimJongGrillin' | Han Ly Hwang  
Magna Cusina | Carlo Lamagna  
Matta | Richard & Sophia Le  
Sibeicho | Holly Ong  
Sunrice | TJ Cruz & Ken Tran  
Toki | Scotty Iijima

# Sponsorship Benefits

2024 Second Annual Oregon AAPI Food + Wine Fest

## SPONSOR VISIBILITY

Get your brand in front of a diverse group of 1000 attendees. Sponsor a non-profit organization that supports the growth of the local economy by uplifting AAPI owned small businesses.

### AUDIENCE:

- 1000 Guests (500 each day)
- Press release to major publications
- Exposure to 20 brands with a total of 118K+ followers on Instagram

Oregon AAPI Food + Wine Fest was founded in 2023 with the mission to celebrate the diverse wine and culinary scene that makes the Pacific Northwest, particularly Oregon, so unique. The first annual SOLD OUT event in 2023 was a smashing success garnering media attention on KOIN6, KGW, Oregonian, Wine Enthusiast, and OPB.

Over the last year we donated: \$5,000 in funds to **Our Legacy Harvested** and \$10,000 to Maui Relief through the **Hawaii Community Foundation**.

## MISSION

- Advancing diversity in the wine industry by attracting global attention to Oregon's AAPI winemaking and culinary talent.
- Empowering the AAPI individuals that make the state diverse and delicious.
- Educating the public with non-traditional food and wine pairings
- Supporting community organizations that promote diversity in the food and wine industry and beyond



The successes of these wineries & wine-makers are against many odds in a very Eurocentric industry. Currently 13 known AAPI owned wineries of 1000+ wineries in Oregon.

Asian Americans and Pacific Islanders make up the the fastest growing demographic in the US: 25.6 million people in 2022, 8% of the population and the fastest growing racial ethnic group in the U.S. according to Nielsen.

Despite the rapid growth this influential market segment, AAPI wine professionals are still one of only a handful of AAPI professionals in the room.

Come taste the wines of these movers and shakers and challenge your expectations of what pairs well with wine! Food pairings guided by AAPI sommeliers.

The event will be hosted at STOLLER Family Estate's Experience Center.



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## Sponsorship Tiers

| Sponsor   | Diamond<br>\$10,000 | Platinum<br>\$7,500 | Gold<br>\$5,000 | Silver<br>\$2,500 | Bronze*<br>\$1,000 |
|---|---------------------|---------------------|-----------------|-------------------|--------------------|
| Logo on event signage                               | •                   | •                   | •               | •                 | •                  |
| Logo on website                                     | •                   | •                   | •               | •                 | •                  |
| Promotion in Pre-Event<br>Email blast to attendees  | •                   | •                   | •               |                   |                    |
| Dedicated Social<br>media Post                      | •                   | •                   | •               |                   |                    |
| Promotion in Post-Event<br>Email blast to attendees | •                   | •                   | •               |                   |                    |
| Logo on screen<br>during event                      | •                   | •                   |                 |                   |                    |
| Logo on wine glass/cup<br>given to all attendees    | •                   |                     |                 |                   |                    |
| Complimentary Tickets<br>to event                   | 8                   | 4                   | 2               | 1                 | 0                  |

### \*ADDITIONAL OPPORTUNITIES

In-kind donations of  
Wine, Branded Merch,  
Shuttle from PDX, Gift  
cards, Lodging for  
visiting Chefs, Wine  
carriers

### DINNER SPONSORS \$4,000 (limited to 5 sponsors)

Throughout the month of May, we will host **weekly winemaker dinners** in Portland to highlight one AAPI winemaker, a local Host AAPI chef, and a Guest AAPI chef . We are looking to bring a collaborative experience by hosting a notable Guest AAPI chef each week personally invited by the Host chef. Dinner sponsors will be the sole sponsor (\$4,000) for each dinner with Logo on all promotional material and menu. Dinner sponsors receive all benefits of the Gold sponsorship + four seats to the assigned dinner.





## 2023 Event Summary



**Gold Sponsors:** O'Brien Construction, Casteel Custom Bottling, Shun Cutlery

**Silver Sponsor:** Jonas Co

**Bronze Sponsors:** Northwest Distribution & Storage, Sokol Blosser, Topo Chico

**Venue Sponsor:** Stoller Family Estate:

**Shuttle Sponsor:** NW Wine Shuttle

**Grant Donor:** Oregon Wine Board

**Supply sponsor:** WCP Solutions



The first annual SOLD OUT event in 2023 was an incredible success, garnering media attention from KOIN6, KGW, The Oregonian, Wine Enthusiast, and Oregon Public Broadcasting.

50+ Volunteers

10 Portland AAPI Chefs

5 Willamette Valley AAPI Wineries



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