



AltaMed

OC Meets NapaSM

Food & Wine Tasting Event

en Mexico!

SPONSORS



SATURDAY, JULY 29, 2017

Mission San Juan Capistrano

6-7 pm VIP Reception | 7-10 pm Food & Wine Festival

Pairing gourmet cuisine with fine wines, OC Meets Napa & Mexico is a unique event that celebrates the richness of Latin food and the success of Latino-owned vineyards in California. In 2017, OC Meets Napa & Mexico will take us on a wine tasting journey stretching from the famed Napa Valley, through many of Mexico's vast wine regions; an exploration of wines showcasing and honoring the roots of so many vintners and families.



Showcased at the historic Mission in San Juan Capistrano, the food and wine festival is the perfect evening backdrop to celebrate with friends, family, co-workers and clients. The event sells out early with approximately 800 patrons in attendance.

Live entertainment will grace the stage while patrons will enjoy tastings from over 60 top OC Restaurants and premium Vintners, including tastings from various regions in Mexico, presented by world-renowned celebrity chefs and vintners.

SPONSOR VISIBILITY AND RECOGNITION

Now in its third year, OC Meets Napa & Mexico has quickly grown into the largest Latino wine and epicurean classic and is a signature event in Orange County. OC Meets Napa & Mexico is attended by many of Southern California's top business and community leaders representing financial, health, retail, entertainment, corporate and political sectors. In addition to increasing your company's profile among this key demographic, the event is perfect for networking opportunities and client engagement amidst the backdrop of a star filled evening adorned with celebrity chefs, tastemakers and influencers.



FESTIVAL APP



Who says you can't fit 600 bottles of wine in your pocket?

Stay connected with the OC Meets Napa & Mexico app. Compatible with iPhone and Android, the free app will offer a host of mouthwatering features including a schedule of events, ticketing, event map, winery and restaurant listings, product purchasing and a host of other features.

As an added benefit, sponsors will be featured on the main page of the app with a company logo, profile, website link and social media handles.

Sponsors will now have the opportunity to purchase push notifications, banner ads and other target marketing features that will be advertised to all consumers who download the app. **The app will launch April 2017.**



VIP PRE-EVENT RECEPTION

An exclusive VIP Pre-Event wine tasting at the Mission will feature top OC & Mexico vintners and their reserve wines.

VIP's will be invited to sample appetizers paired with premier reserve wines prior to the event.



HIGHLIGHTS & SUCCESSES

MEDIA EXPOSURE

- Celebrity chefs from the FOOD Network, Bravo and TOP Chef have named our event the “Premier Latino wine and food event in the United States”.
- Professional athletes, actors, actresses, models and celebrity musicians continue to attend OC Meets Napa to support AltaMed and our fundraising efforts.
- The event has been featured in many media platforms such as Telemundo, Univision, La Opinion, KTLA, the Fork Report, Angeleno Magazine, OC Weekly and many more.
- The event averages over 30 million media impressions annually through print, social media, TV & radio.
- In 2016, the Instagram @foodwinefestival page had a follower increase rate of 300% with an average post liking of 61.6 likes.
- In 2016, Facebook had a 928% performance increase with a reach of 13,000 annually.

GUEST DEMOGRAPHICS

- The median age of attendees is 30-50 years old.
- Median household income is \$150,000 and over.
- Of the 1,000 guests in attendance, 52% are male and 48% are female.
- The attendee rate has grown at a rate of 10% each year with a 16% increase in 2016.



ABOUT ALTAMED

OUR HISTORY

AltaMed Health Services has a long history of delivering quality care to underserved communities, first opening its doors as the volunteer-staffed East Los Angeles Barrio Free Clinic. As a 501(c)3, AltaMed has been serving the uninsured and underinsured since 1969. Growing from a small storefront, AltaMed is now the largest independent Federally Qualified Health Center (FQHC) in the U.S. operating 40 sites throughout Los Angeles and Orange Counties.

AltaMed's services have also expanded through the years. Promoting regular and continuous care from birth through senior years, regardless of ability to pay, provides our patients with greater health outcomes, reduced health care disparities, improved prevention and healthy living. Each year AltaMed serves over 200,000 individuals and completes more than 1 million patient visits.



ABOUT ALTAMED

OUR FUTURE

AltaMed was founded on the premise that access to quality health care is vital to build strong communities. That belief drove us when we first opened our doors 47 years ago and it lives on as we've grown to serve dozens of communities and more than 200,000 patients across Southern California.

The unyielding efforts of the entire AltaMed team will continue to drive our growth in the years ahead. As our communities learn and expand, we are advancing a new generation of care with a premier, patient focused network that is delivered with abundant respect. With continued hard work and help from committed partners like you, *Quality Care Without Exception* will be attainable for vast numbers of people across Los Angeles and Orange counties.

Thank you for your support!



In an uncertain healthcare environment, there are still many families, children and individuals who cannot afford basic healthcare.

AltaMed's goal is to ensure, without exception, that these individuals are provided the quality care they deserve.

With your support, we can serve this community for generations to come.



I SUPPORT ALTAMED

For over 40 years AltaMed has provided *Quality Care Without Exception* to children, their families and seniors in the Latino and multi-ethnic communities of Southern California. AltaMed provides over 1 million medical visits to more than 200,000 patients throughout LA and Orange Counties. No one is turned away, regardless of their ability to pay.

Our ability to strengthen our communities is due to the generosity and commitment of our patients, volunteers, corporate sponsors and individual supporters. All proceeds from the food and wine tasting benefit AltaMed Health Services.

Lee & Associates has been a sponsor of OC Meets Napa since its inception in 2013. This professionally organized event has provided my colleagues, clients, friends, and family the opportunity to network and enjoy a wonderful evening supporting the exceptional healthcare services AltaMed consistently provides for our underserved communities. Lee & Associates is proud to continue to support this event and organization.

Jack R. Cline Jr., Senior Vice President and Principal



MediWaste and AltaMed have had a very strong allegiance towards one another for many years. Our ongoing support for the AltaMed Foundation allows us to feel like we are helping make a difference in the communities that we not only service, but also live in. We are believers that AltaMed is positively changing the approach to healthcare each and every day. AltaMed brings such an eclectic mixture of people, food and wine, music, life, and happiness to all of their annual fundraising events. MediWaste is not only a proud sponsor of AltaMed's OC Meets Napa 2017, but we are very humbled contributor to their overall mission.



My husband and I had a wonderful time at the OC Meets Napa food and wine tasting event. It is for a wonderful cause, as AltaMed provides excellent health care and human services for underserved communities in the LA and OC areas. This is the second time my husband and I attended this event and it just gets better each year. The food vendors served scrumptious dishes, and even with the lines, the chefs took the time to answer questions about their food or restaurants they were from. Many left us wanting to go back for seconds as well as take their business cards to visit the restaurant in the future. The wine vendors poured freely and there was a variety of unique wineries with interesting family histories. We ended our evening dancing under the stars and taking photos for future memories. It was truly a lovely evening for a wonderful cause.

Pamela and Edward Hollander



SPONSORSHIP OPPORTUNITIES

\$25,000 Sommelier Sponsor

- 20 tickets to event
- 6 tickets to VIP pre-event Reception
- 10 valet parking passes
- Logo on event wine charms
- Prominent corporate GOBO placement
- Full page ad with prominent placement in USB program book
- Logo in USB program
- Logo on event signage
- Logo featured on e-blast and website
- Acknowledgement from podium
- **Front page banner ad on website**
- **1 push notification on festival app**
- **Private VIP Lounge**



\$10,000 Magnum Sponsor

- 15 tickets to event
- 4 tickets to VIP pre-event Reception
- 7 valet parking passes
- Prominent corporate GOBO placement
- Half page ad in USB program book
- Logo in USB program
- Logo on event signage
- Logo featured on e-blast and website
- Acknowledgement from podium
- **1 push notification on festival app**
- **Private VIP Lounge**



\$5,000 Premier Cru Sponsor

- 10 tickets to event
- 2 tickets to VIP pre-event Reception
- 5 valet parking passes
- Third page ad in USB program book
- Logo featured on e-blast and website
- Acknowledgement from podium

\$2,500 Vintage Sponsor

- 6 tickets to event
- 2 tickets to VIP pre-event Reception
- 3 valet parking passes
- Logo in USB program book
- Logo featured on e-blast and website
- Acknowledgement from podium

\$1,200 Varietal Sponsor

- 4 tickets to event
- 2 valet parking passes
- Logo in USB program book
- Logo featured on e-blast and website
- Acknowledgement from podium

Individual Tickets

\$100 on or before July 24, 2017

\$125 July 24 - July 29, 2017

Includes parking, admission to event, wine glass and charm and unlimited food and wine.



INDIVIDUAL TICKETS MAY BE PURCHASED AT OCNAPA17.EVENTBRITE.COM

PLEDGE & BENEFIT ACTIVATION FORM



SPONSOR INFORMATION

NAME/COMPANY	CONTACT NAME		
BILLING ADDRESS	CITY	STATE	ZIP
PHONE	EMAIL		
POINT PERSON FOR TICKETS (if different from Contact Name)	EMAIL		

PAYMENT INFORMATION

Checks should be made payable to **AltaMed Health Services** and mailed with this form to **Development Department, 5211 Washington Blvd., Ste. 2-186, Los Angeles, CA 90040**. If paying by credit card, please email the completed pledge form with credit card information to **Giving@AltaMed.org**. Individual tickets may be purchased online at **OCNapa17.eventbrite.com**.

I/We pledge a total of \$ _____ Sponsor Level _____ Contribution paid by Bank Transfer Check Credit Card Installment Payments

CARDHOLDER NAME	CARD NUMBER	EXP. DATE	SEC. CODE
<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Discover			

SIGNATURE _____ Logo is attached

PLEASE USE THE ABOVE NAME/ORGANIZATION NAME IN ALL ACKNOWLEDGEMENTS

SIGNATURE _____ DATE _____

AltaMed Health Services is a 501 (c) (3) nonprofit, its mission is to eliminate disparities in health care access and outcomes by providing superior quality health and human services through an integral world-class delivery system for Latino, multi-ethnic and underserved communities in Southern California. Your contributions are tax deductible to the extent permitted by law. Tax ID #95-2810095.

For Internal Use Only	Solicitor	Date	RE Enter Date
Event Sponsorship	Program Allocation		
Contact for Tickets	Email for Tickets		
Additional	Approved	Notes	



Notable Past and Outstanding New Participating Vintners include:

Aborigen; Adobe Guadalupe; Alex Sotelo Cellars; Alximimia Vino Elemental; Avina Wine Cellars; Baron Balche; Black Coyote Chateau; Bodegas de Santo Tomas; Bodegas Puente de Rus; Bodegas San Rafael; Brown Estate Vineyard; Campesino Cellars; Canyon Crest; Carneros Della Notte; Casa de Piedra; Cava Aragon 126; Cavas Valmar; Ceja Vineyards; Cesar; Chateau Camou; Chateau de Vie; Cobblestone Vineyards; Cuatro Cuatros; Delgadillo Cellars; El Centauro del Norte; Elements of Sonoma; Encanto Vineyards; Estacion de Oficios El Porvenir; Feliz Noche Cellars; Frias Family Vineyard; Gallegos Vineyard; Gloria Ferrer Winery; Grupo Alximia Vino Elemental; Gustavo Thrace Wines; Gustavo Wines; Hacienda and Estate Wines (Casa Madero, Cuna de Tierra, Chateau Domecq); Hacienda La Lomita; Honrama; J Lohr Vineyards & Wine; JC Bravo; Justicia Wines, LLC; K & L Wine Merchants; Karl Lawrence Cellars; L.A. Cetto Vineyard; Lechuza; Llamas Family Vineyards; Lomita; Lucio Pérez Family; Estate Vineyards; Luis Ochoa Family Vineyards; Madrigal Vineyards; Maldonado; Mana Tinta - Talley Vineyards; Mario Bazán Cellars; Maritas Vineyards; Mi Sueño Winery; Nevarez Vineyard; Paralelo; Pina; Ravens Wood; Realm Cellars; Renteria Wines; REV Winery; Reyes Winery; Riboli Family Wine Estate; Rios Wine Cellars; Riverbed; Robledo Family Winery; San Antonio Winery; Scalon Cellars; Sequoia Grove Vineyards; Toxqui Cellars; Tres Valles; Trujillo Wines; Two Wives; Universidad Autónoma de Baja California; V. Sattui Winery; Veramonte (Quintessa/Huneeus); Viñas de Garza; Viñedos Aldo Palafox; Viñedos Aurora; Viñedos Hacienda Guadalupe/Melchum; Viñedos Las Nubes; Vinisterra; Vini Imports Co.; Vino S Vida; Vinos Vargas; Voces; Winery to Consumer and Woodbridge By Mondavi.

Notable Past and Outstanding New Participating International Celebrity Chefs include:

Chef Ana Quincoces (Cuba); Chef Deborah Schneider (Mexico); Chef Doreen Colondres (Puerto Rico); Chef Hamlet García (Venezuela); Chef Ingrid Hoffmann (Colombia) and Chef Katsuji Tanabe (Mexico).

Notable Past and Outstanding New Participating Restaurants include:

930 Sushi; Acapulco; Anepalco; Arctic Hot Spot Bakery Cafe & Catering; Aro Latin; Attila the Flan; Bernini's Bistro; Birrieria Chalio; Bizarra Capital; Breadcrumbs Catering; Broken Spanish; Cacao Mexicatessen; Carnitas Uruapan; Casa de Chocolates; Casa de Mole "La Tia"; Casa Oaxaca; Chago Tortas Ahogadas; Chalio Restaurant; Chan's Bistro; Chef Claudette Cepeda; Chef Priscilla Curiel; Chichen Itza; Cities Restaurant; Cobras & Matadors; Cook's Tortas; D's Delight; Deckman's en el Mogor; Del Frisco's Grille; Don Chente Bar & Grill; Doña Rosa; Dorados; El Cholo Café; El Cid; El Coraloense; El Floridita; El Gallo Bakery; El Incomparable; El Lugar de Nos; El Patio Bar & Grill; El Portal; El Siete Mares; El Tepeyac Cafe; Ensenada Restaurant; Ekeko Peruvian Cuisine; Fantastic; Felix's Continental Café; Flight; Forkin Good Café; Frandise Pastries, Inc.; Frida Restaurant; Gabbis Mexican Kitchen; Gloria's Restaurant & Bar; Guava Delights; Guelaguetza; Guisados; Hacienda de San Isidro Grill; Home Girls Café; Howell's Bakery; John Rivera Sedlar; Juan's Restaurant; King Taco; La Casita Mexicana; La Cocina que Canta; La Cocina Secreta; La Fonda de Los Campero; La Huasteca; La Mestiza; La Parrilla; La Sandia Mexican Kitchen and Tequila Bar; La Terrase San Roman; Los Muertos Taco Bar; Loteria Grill; Luna Restaurant; Malbec Argentinean Cuisine; Mama's Intl. Tamales; Manuel's El Tepeyac Cafe & Tequila Sports Bar; Más Malo, Mercado, Mexicali Tacos & Co., Mexikosher, MM by Mario Medina, Mole de los Reyes, Oh! Bon Bon, On the Lam; Palate Food + Wine; Pez Cantina; Playa; PopUpChef; Porto's Bakery; Portsmouth Restaurant; Potato Chips; Prospect Gourmand; Radical Botanicals; Regina's Restaurant; Ricardo's Place; Rocio's Mexican Kitchen; Rocio's Mole de los Dioses; Salazar; Señor Fish; Setá; Sol Mexican Cocina; Tabachines Cocina; Taco María; Tacos Baja; Tamale King; Tamayo Restaurant; Tempo; Urban Kitchen; Teresitas; The Conga Room; The Goodie Girls; Tikal Restaurant; Tila's Kitchen; Valverde; Villa Roma; Yuca's; Yxta Cocina Mexicana; Zapien's Salsa Grill and Zing.

Beverages:

Coba Aguas Frescas; Coffee Rosters; Don Francisco Coffee; Hard Fresco; Keirig Green Mountain; Pochteca Liqueurs; Tributo a mi Padre Tequila and Zen's Tea House.