

11TH ANNUAL SF CHEESE FEST

SPONSORSHIP OPPORTUNITIES

SATURDAY, OCTOBER 3, 2026
GOLD BAR DISTILLERY, SF



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SF CHEESE FEST

SF CHEESE FEST IS SAN FRANCISCO'S PREMIER CELEBRATION OF ARTISAN CHEESE, BRINGING TOGETHER HUNDREDS OF FOOD ENTHUSIASTS, INDUSTRY PROFESSIONALS, CHEFS, RETAILERS, PRODUCERS, AND TASTEMAKERS FOR AN UNFORGETTABLE EVENING OF TASTING, DISCOVERY, AND COMMUNITY. PRODUCED BY THE CALIFORNIA ARTISAN CHEESE GUILD, SF CHEESE FEST SHOWCASES THE EXCEPTIONAL CRAFTSMANSHIP OF CALIFORNIA'S ARTISAN CHEESEMAKERS WHILE SUPPORTING THE GROWTH AND SUSTAINABILITY OF THE STATE'S CHEESE COMMUNITY. SPONSORS GAIN DIRECT ACCESS TO A HIGHLY ENGAGED AUDIENCE WITH A STRONG AFFINITY FOR PREMIUM FOOD, BEVERAGE, AGRICULTURE, AND LIFESTYLE BRANDS, CREATING MEANINGFUL OPPORTUNITIES FOR BRAND VISIBILITY, PRODUCT SAMPLING, CUSTOMER ENGAGEMENT, AND COMMUNITY IMPACT.

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THE CALIFORNIA ARTISAN CHEESE GUILD IS A CALIFORNIA-BASED NONPROFIT ORGANIZATION DEDICATED TO SUPPORTING AND STRENGTHENING THE STATE'S ARTISAN CHEESEMAKING COMMUNITY.

THROUGH EDUCATION, ADVOCACY, NETWORKING, AND COMMUNITY SUPPORT, WE BRING TOGETHER CHEESEMAKERS, CHEESE PROFESSIONALS, AND CHEESE LOVERS TO BUILD CONNECTIONS AND HELP THE INDUSTRY GROW. THROUGHOUT THE YEAR, WE HOST EDUCATIONAL PROGRAMS, INDUSTRY DISCUSSIONS, AND NETWORKING OPPORTUNITIES THAT ENCOURAGE COLLABORATION, KNOWLEDGE-SHARING, AND PROFESSIONAL DEVELOPMENT ACROSS THE ARTISAN CHEESE COMMUNITY.

FOUNDED IN 2006, THE GUILD IS ALSO THE ORGANIZATION BEHIND THE CALIFORNIA ARTISAN CHEESE FESTIVAL, AN ANNUAL CELEBRATION OF CALIFORNIA ARTISAN CHEESE AND THE PEOPLE WHO MAKE IT. THROUGH THE FESTIVAL AND OUR YEAR-ROUND PROGRAMS, WE WORK TO SUPPORT CHEESEMAKERS, EDUCATE CONSUMERS, AND PROMOTE THE CONTINUED SUCCESS OF ARTISAN CHEESE IN CALIFORNIA.



11th Annual SF Cheese Fest | 2026 Sponsorship Opportunities

Presented by the California Artisan Cheese Guild | Saturday, October 3, 2026

SPONSORSHIP BENEFIT	PRESENTING \$15,000 (1 available exclusive)	PLATINUM \$10,000	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,500	BOOSTER \$500 or In- Kind	COMMUNITY \$250
NAMING & RECOGNITION (exclusive to Presenting Sponsor)							
"SF Cheese Fest, presented by [Sponsor]" title billing on all event collateral, signage, press, and website	✓	—	—	—	—	—	—
Co-branded logo on guest wristbands	✓	—	—	—	—	—	—
Acknowledgment from stage at event opening, opportunity to speak	✓	—	—	—	—	—	—
Right of first refusal for 2027 Presenting Sponsorship	✓	—	—	—	—	—	—
MARKETING & PR							
Linked logo on SF Cheese Fest website	Top	Featured	✓	✓	✓	✓	✓
Business description on website sponsor directory	✓	✓	✓	✓	—	—	—
Dedicated email feature to SF Cheese Fest list	1 dedicated	Co-branded feature	Headline mention	—	—	—	—
Mention in SF Cheese Fest email blasts	All blasts	All blasts	All blasts	✓	✓	—	—
Social media posts / mentions	10	6	4	2	1	2 (story)	1 (story)
Logo on SF Cheese Fest postcards + posters (Bay Area distribution)	Top	Premier	Featured	✓	—	—	—
Mention in all press releases (subject to deadlines)	Headline / quote	Featured mention	✓	✓	✓	—	—
EVENT PRESENCE							
Logo on event signage	Top	Premier	Featured	✓	✓	✓	✓
Premier table placement + extra-large vendor table at the festival	✓	—	—	—	—	—	—

Premium table + placement at the festival	—	✓	✓	—	—	—	—
Standard table at festival	—	—	—	✓	✓	✓	—
Marketing material in guest gift bag	✓	✓	✓	✓	✓	✓	✓
TICKETS							
VIP Early Entry tickets	6	4	2	—	—	—	—
General Admission tickets	12	10	8	6	4	2	—

EXCLUSIVE ACTIVATION SPONSORSHIPS (à la carte)

ACTIVATION	INVESTMENT	WHAT'S INCLUDED	TICKETS
Guest Gift Bag Sponsor	\$5,000	Logo printed on co-branded gift bags carried home by all 500+ guests, item insert opportunity, 2 social posts	4 GA + 2 VIP
Wine Glass Sponsor	\$5,000	Co-branded tasting glass carried and used throughout the evening by 500+ attendees, 2 social posts	4 GA + 2 VIP
VIP Lounge / Early Entry Sponsor	\$3,000	Exclusive signage in the VIP Lounge area, opportunity to provide a VIP lounge-exclusive beverage or food product, website sponsor listing, 2 social posts	2 VIP
Volunteer Apron Sponsor	\$1,500	Sponsor logo on every volunteer apron worn throughout the event (alongside SFCF logo), 1 social post	2 GA

IN-KIND MEDIA PARTNERSHIPS

SFCF PROVIDES	Logo on website, signage and marketing materials; mention in newsletter and social.	PARTNER PROVIDES	Product, if applicable. Promote ticket sales with CTA + 15% off code; distribute SFCF collateral; share across owned channels.
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Presenting Sponsorship is reserved on a first-confirmed basis. Activation sponsorships may be stacked with any tier and are independent of cash tier benefits. All benefits subject to print and production deadlines. Tickets are non-transferable for resale.

Contact: Alyssa Gilbert, Executive Director | director@cacheeseguild.org | www.sfcheesefest.com