



VENDOR OPPORTUNITIES



ABOUT DISTILLED

San Diego is fast becoming an epicenter of personally-crafted distilled spirits. At Distilled, we raise our glass to honor the best distillers and mixologists throughout San Diego and beyond!

Founded in 2015, Distilled recognizes distilleries across the globe that have participated in and been judged at the Distilled Competition. The festival takes place in the format of a public tasting event in the legendary Del Mar Fairgrounds & Racetrack Paddock and its three surrounding bars during the San Diego County Fair. Where else can you taste award-winning spirits, ride the Ferris wheel, chomp on a turkey leg, explore award-winning exhibits and attend a concert all in the same day?

THE DISTILLED CREW



MARK ANDERSON

Mark Anderson is the on-site manager of SMG—the Fairgrounds' exclusive Food and Beverage partner—overseeing the culinary operations of more than 350 annual Fairground events, including the San Diego County Fair and Del Mar Races.



JACKY ESHELBY

Jacky joins the San Diego Exhibits team as the new Exhibits Director with 24 years' experience in the California fair industry. In 2016 she was part of the team that created and launched the California Craft Spirits Competition and Get Crafty Mixology Competition.



FESTIVAL FORMAT

DATE

Saturday, June 24, 2017

LOCATION

The Paddock
Del Mar Fairgrounds
2260 Jimmy Durante Blvd
Del Mar, CA 92014

PROJECTED ATTENDANCE

1,500+

PROJECTED DAY OF FAIR ATTENDANCE

75,000

DISTILLED FEATURES

VIP Experience

- * Unlimited tastes & souvenir glass
- * Specialty handcrafted spirits, cocktail and food pairing stations
- + All General Admission Offerings

General Admission

- * 10 quarter-ounce tastes of competition spirits and mixed cocktails
- * Meet Your Maker educational workshops
- * Free photo booth
- * Live musical entertainment
- * Specialty spirit vendors



THE PEOPLE

87.3% San Diego County Residents

42.3% Male

57.7% Female

**Based on 2016 Scarborough Statistics*

OUR REACH

105,000 Facebook

8,500 Twitter

9,180,899 sdfair.com unique page views 2016

VENDOR BOOTHS AT THE FESTIVAL

Are you a company with a keepsake a spirits enthusiast just couldn't live without?

With more than 175 competition spirits to taste in the legendary Paddock, Distilled is the perfect opportunity to meet spirit and craft cocktail connoisseurs and industry professionals.

This festival takes place at the San Diego County Fair and will be open to all fair attendees (Distilled festival attendees just need a wristband to participate in the tastings).

Vendor spaces are limited to 3 spaces and will sell out. Applications will be reviewed and you will receive an invitation to participate.



BOOTH SPACE INCLUDES

- * One (1) 10' x 10' booth space during Distilled to promote and sell your spirit-related merchandise or service
- * One (1) 8' table and two (2) chairs
- * Four (4) vendor passes valid for San Diego County Fair admission (no tasting wristbands)
- * One (1) parking pass
- * Vendor listing, photo and link on our website
- * Promotion through our social media channels

BOOTH PRICING

- * Register before March 1: \$500
- * After March 1: \$600

HOW TO PARTICIPATE

Apply at: sandiegodistilled.com

QUESTIONS?

Email: booths@sandiegodistilled.com



MEET YOUR MAKER

Meet Your Maker is an educational series that mixes business & pleasure through collaborative presentations with Distillers and Industry Professionals.

PAST PRESENTATIONS INCLUDE

BOURBON OR RYE? Presented by Ed “Dirt” Adams, Master of Whisky

A VERY UGLY COLLABORATION. Presented by Kill Devil Spirit Co.

Gin: History and Science. Presented by Old Harbor Distilling Co.

* If you are interested in presenting, please email: stage@sandiegodistilled.com

WHO WE ARE

Distilled is curated by the 22nd District Agricultural Association. We are a team of industry professionals and craft spirit experts who manage 300+ events at the Del Mar Fairgrounds attracting 3 million+ guests annually.

★ OUR OTHER FESTIVALS ★



Summer wine festival featuring **80+ competition award winning wines** from the United States and Mexico.

thetoastofthecoast.com



One of the largest 3-day craft beer festivals in the US featuring **up to 400 beers** from **more than 150 breweries** across the globe.

sandiegobeerfestival.com



Each of our festivals take place within our main summer event, the San Diego County Fair—San Diego's largest event, and North America's largest County Fair attracting **1.5+ million guests in 26 days**.

sdfair.com