



Rock the Vine

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Collaboration with SLO Brew
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Introduction

- There are hundreds of wineries along the Central Coast, but many of them do not have brick and mortar tasting rooms
- Rock the Vine is designed to help small scale wineries compete with larger wineries
- The goal of Rock the Vine is to provide a farmer's market style event to allow small, locally owned wineries and cideries to showcase their products to the public
- Rock the Vine includes live music, tasty eats, outdoor games, and of course craft wine and cider
- Rock the Vine is a Collaboration with SLO Brew and other partners including Johnny Kenny, Mike Dawson, Lannon Rust and Ysabel Sullivan

Research/Planning

- Similar Event for Inspiration - San Francisco Vintners Market
- The event took approximately 1 year to plan and organize

Legalities

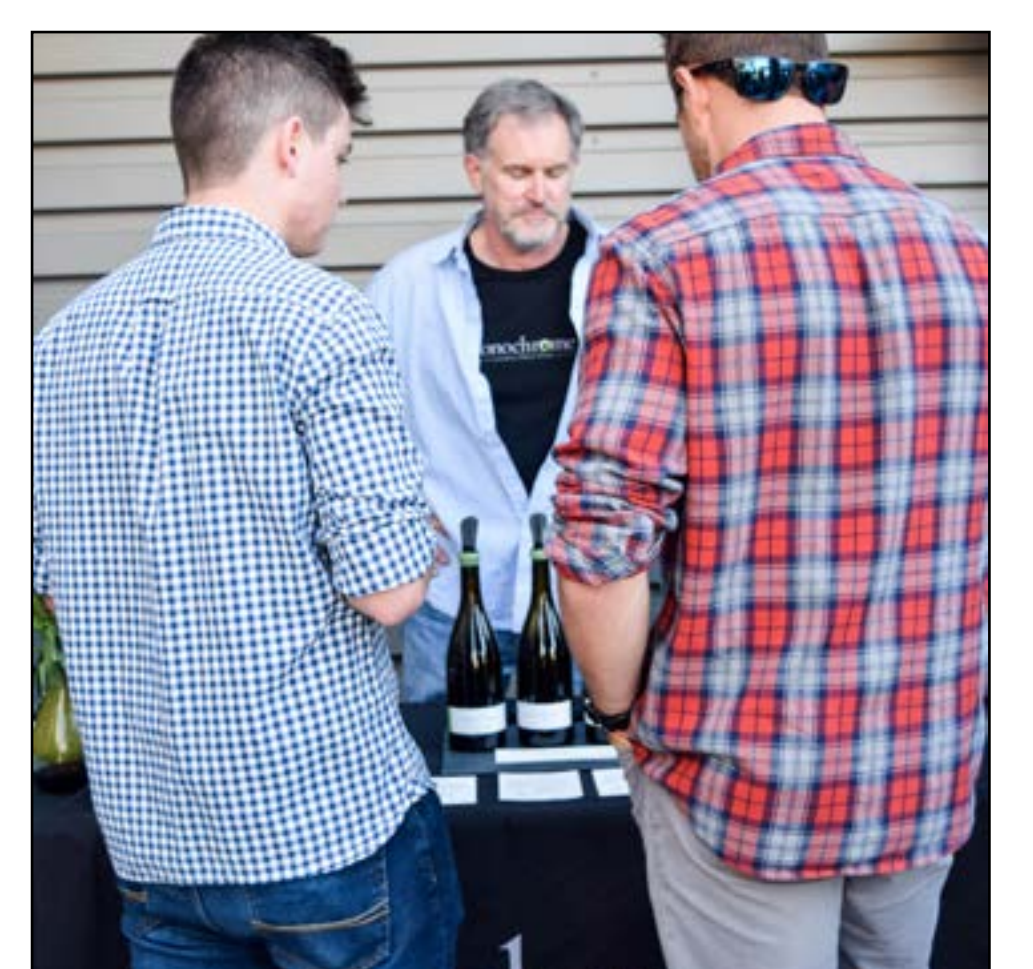
- Alcohol will be sold at the wine market event via a purchased ticket at the entrance to the event or will call where people have purchased online tickets. Participants will be provided a wrist band and the wine booth connoisseurs will be certified to serve.
- This event required an Alcohol Beverage Commission (ABC) approval which administered the state's liquor laws.
- The ABC license Rock the Vine obtained did not allow the physical sale of wine, but customers were allowed to make credit card or cash orders from the winemakers.

Budget

- Graphic Design - \$500
Poster Printing - \$100
Glassware - \$734.84
Rentals - \$275
Winemakers - \$2,160
Advertising - \$250
Total - \$4,019.84
- In this case the gross sales were \$5, 265.00 creating a profit margin of \$1, 245.16

Advertising/ Media Coverage

- Facebook and Instagram posts
- Website and email blasts
- Posters displayed in the community and Cal Poly campus
- Cal Poly announcements were made via clubs, organizations and classes
- Word of mouth
- The winemakers attending were asked to advertise the event on their websites and social media platforms
- Local news and radio stations (KJUG 98.1, Cork Dorks 92.5, Mustang News, The Tribune, New Times, Cal Poly Agricultural Communication Department and Cal Poly President's Office)



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"This event was created to show a token of our appreciation for the local agriculture industry. These winemakers are passionate, hardworking craftsmen and they deserve the opportunity to share it with the public, and for people to enjoy."

Alexandria Broedlow



"We wanted to take two things we feel San Luis Obispo is loved for and known for — the farmer's market and the wine country — and combine the two. Events such as these are starting to be done in the wine industry, San Luis Obispo has never done this locally before."

Emily Rosa

"It's a pretty amazing feeling when you see an idea come to life in the form of a fantastic event. Rock the Vine exceeded our wildest expectations. People from all over came together to create something amazing."

Johnny Kenny, SLO Brew Marketing Director and project mentor

Event Flow

- According to Wood and Masterman, the success of an event depends on the following topics: Involvement – an emotional involvement with the brand, the event, the experience; Interaction – with brand ambassadors, with other attendees, with exhibits, with the brand; Immersion – of all senses, isolated from other messages; Intensity – memorable, high impact ;Individuality – unique, one-to-one opportunities, customisation. Each experience is different; Innovation – creative in content, location, timing, audience etc.; Integrity – seen as genuine and authentic and providing real benefits and value to the consumer (Wood and Masterman, 2008, p. 5).
- Event flow for this project also include preparing a parking map and a map for the booths promoting products
- Attendees (guests and winemakers) were given specific day-of event details directing them where to set up, the time, supplies needed etc.
- Rock the Vine was kicked off with setting up the tables and seating area for winemakers and attendees
- The musician arrived and set up his equipment. It was important to have all cords and electricity set up ahead of time to ensure smooth set up
- We prepped the entrance table with wristbands, a cash box, and guest lists were pre-made
- Guests began arriving and we would greet guests, check in with winemakers, and coordinate event staff and volunteers before, during and after the event
- Our goal was to build relationships with guests and the winemakers participating in the event, networking throughout was vital for creating lasting positive relationships

Results

- There were 19 subjects (17 winemakers, 2 cideries) who participated in the event and approximately
- 300 attendees at the event. 231 of those attendees were community members, college students, and tourists visiting the area
- Winemakers were able to meet potential wine club members, advertise their product and even sell to customers. The event gave the local wine community and attendees a place to discover new, boutique, craft wines and network

Conclusion

- In conclusion, Rock the Vine, created a profit of \$1, 245.16, as well as a platform for the local community members taste and discover new boutique winemakers and cideries in the central coast region
- This event could benefit with a larger target audience and add aspects to the event ie. food, more music, beer, games
- Future events will acquire different themes in order to keep the event fresh and evolving just as the wine industry seasons do
- The research discovered a need for this style event on the central coast and after reviewing results we can conclude the wine industry and community responded positively and have created a demand