

SOMILYAY

Smithsonian Associates Wine Sponsorship

Meet Erik

Meet Erik Segelbaum, 2020 Wine Enthusiast 40 under 40 Tastemaker and Food & Wine Magazine 2019 Sommelier of the Year. With nearly 3 decades of industry experience, he has a proven track record of success in the hospitality industry. This includes creating and running highly profitable, award winning and operationally efficient beverage programs, delivering enlightening staff and management training, effective revenue maximizing strategies, operational improvements, profitability amplification and more. Prior to founding SOMLYAY, Segelbaum served as the corporate beverage director for Starr Restaurants wherein he oversaw \$100+ million/year in beverage revenue for 39 unique concepts.

Erik is an Advanced Sommelier with *The Court of Master Sommeliers*, Certified Specialist of Wine (with distinction) with *The Society of Wine Educators* and Wine and Spirits Locations Specialist (with distinction). Erik's hospitality experience includes 10 years as a fine dining chef and nearly two decades in front-of-house. Segelbaum is adept at managing the critical path for restaurant, hotel and venue openings. He has built and implemented nearly 30 opening beverage programs including training and directly managing large teams. His experience set includes everything from Michelin Star fine dining to fast casual to multi-unit concepts. Segelbaum is a wine educator with ongoing sessions at *Smithsonian Institution* in Washington D.C. as well as private and corporate events. Segelbaum lectures at many conferences including CIA's Bev Pro, SommCon, VIBE, ABID, and more. Segelbaum is a wine journalist with recurring columns and content in multiple consumer and trade publications. Segelbaum serves as the Vice President of the United Sommeliers Foundation, a charitable fund that provides financial assistance to sommeliers who have lost their jobs through no fault of their own (such as the global COVID-19 pandemic).



Smithsonian Consumer Wine Class Sponsorship

SOMLYAY is offering sponsorship opportunities for SOMLYAY's Smithsonian Associates Digital Wine Education Series. Monthly classes are hosted solely by Erik Segelbaum who will deliver all content and messaging.

- Topics can be curated in conjunction with sponsor
- Participants value high level wine experiences. These are ticketed through Smithsonian (\$65/members, \$75/non-members).
- Many attendees register for every class.
- Each ticket includes a wine kit containing samples participants will taste throughout the class.
- The majority of participants are in the DC/MD/VA area. However, reach is national with many kits shipped across the country.
- Typical registration is between 350-450. Actual viewership is over 600 as many couples share one ticket and kit. Note, registrations and viewership have been steadily increasing with each new class.
- Our audience is hyper-engaged. We receive over 100 questions each event.
- After resounding successes in 2020 & 2021, Smithsonian has renewed a full year of programming with SOMLYAY for 2022.

Retail Wine Sales Component

- In addition to focused brand presentation, all wines featured in the class are offered at a discount through our retail partner, www.cellar.com.
- For the 9 days following each class, all wines are sold (pre-orders) at a discount of 10% off retail, 15% off for orders over \$250 with an additional class pack that includes 2 bottles of each of the 6 wines at a further discount.
- Following the 9 day discount period, wines will remain available in the digital storefront on www.cellar.com/somlyay, along with Erik's endorsement.
- The digital storefront is open to anyone, irrespective of whether or not they attended the specific class for which the wines were used.
- SOMLYAY's following is into the thousands so many people will purchase wines on his recommendation even if they did not take the class.
- Wines do not need to be in market, our retail partner can direct import.
- Our classes have proven to create a definite market and demand for featured wines and their broader regions as a whole.
- Sales examples: our recent Northern Italy Class sold \$22,000 retail and 58 cases of wine within the 9 day discount period.
- Retail sales metrics/KPI's can be provided following order fulfillment.

SOMLYAY  **Smithsonian Associates** 

Thank you for joining me in this exploration of Northern Italy featuring wines exclusively from Vias Imports.
Below you will find the tasting order and pricing for our wines.
As an added bonus, you will receive 10% off all orders and 15% off orders of \$250 or more (pre-tax).
Visit www.sommstock.com to place your order but hurry! This offer expires October 18th.
Please note this is a custom curated selection of wines, therefore order fulfillment will be approximately 2-4 weeks.

Wine Name	Price
1. Maso Poli Pinot Grigio Trentino DOP 2018	(\$20.66)
2. Vie de Romans Flors di Uis Friuli Isonzo DOC 2017	(\$35.15)
3. Pecchenino San Luigi Dogliani DOCG 2018	(\$18.60)
4. Garesio Nizza DOCG 2017	(\$38.25)
5. Giovanni Rosso Barolo DOCG 2015	(\$47.55)
6. Acinum Amarone della Valpolicella DOCG 2015	(\$53.75)

 **SommStock**
— for the love of wine —

Example of retail card included in consumer wine kits.

Sponsor Fees and Requirements

Fees:

- Presenting Sponsorship: \$5,500
 - This includes all six wines featured and exclusive branding throughout the program.
- Half Sponsorship: \$2,900
 - This includes three wines featured and co-branding (with other sponsors) throughout the program.
- Single SKU Sponsorship: \$1,200
 - This includes a featured wine in the program.

Requirements:

- Product donation of a minimum of 48 bottles of each SKU (36 bottles to be received in Washington, DC, 12 bottles to be received in Denver, CO no later than 10 days before the scheduled class).
- Wines and wineries to be mutually agreed upon and approved by SOMLYAY.
- Pertinent marketing materials including key talking/focal points.
- High resolution label images and logos to be featured in printed retail card and digital assets.
- Digital tasting sheets/tech sheets for the wines featured.
- Sponsors may provide physical promotional/marketing materials. This could be any or all of: Wine keys, pens, small notebooks, stoppers, drop-stops, etc. Note, all POS must be pre-approved.

THANK YOU

Wine is fine, but remember, this is a business!

contact@thesomlyay.com | 215-870-6990

