

About

The Kalahari Food & (Not Just) Wine Festival is an extraordinary, must-attend event that showcases the best of Kalahari dining, beloved local and national beverage brands, cooking demos by our talented chefs, and live entertainment, all culminating in a day filled with delectable flavors and delightful experiences.

Guests are invited to immerse themselves in an exceptional gourmet experience to explore a world of culinary wonders, savor signature dishes from our renowned restaurants like Double Cut Steak House and Sortino's Italian Kitchen, and indulge in locally sourced wine, beer, and artisanal spirits. Join us as food enthusiasts, wine, beer & cocktail lovers, and entertainment seekers gather together to create memorable moments in an ambiance filled with live entertainment.







1,714 ATTENDEES · 10 KALAHARI RESTAURANTS & BARS 55 LOCAL & NATIONAL BEVERAGE VENDORS LAUGICIANIS 12 REFLACEDIES 22 DISTULEDIES 12 MINIERI



















2022 Review

With its successful inaugural edition last year, the Kalahari Food & (Not Just) Wine Festival has quickly become a highly anticipated event in Round Rock, Texas. We aim to attract a diverse and enthusiastic audience of food and wine lovers, local residents, visitors, and influencers. By partnering with us, sponsors have the opportunity to showcase their brand to a captive audience of passionate individuals who appreciate exceptional flavors and experiences.

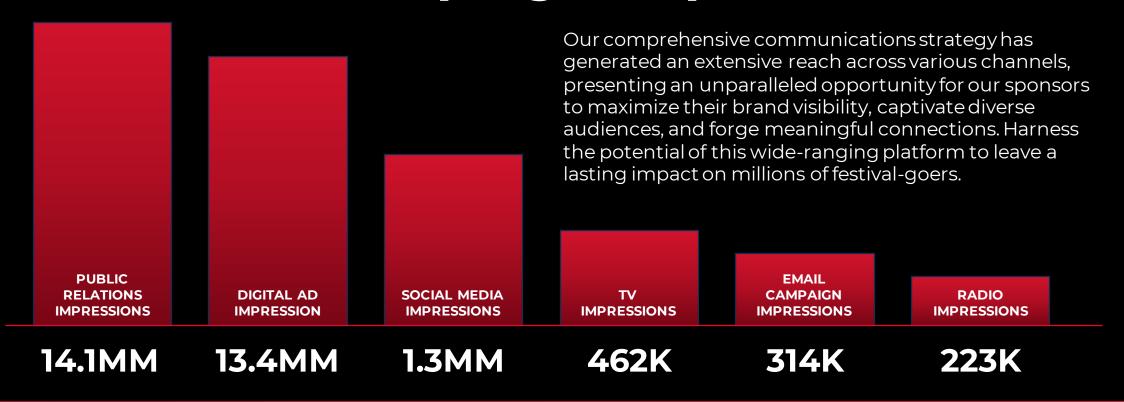






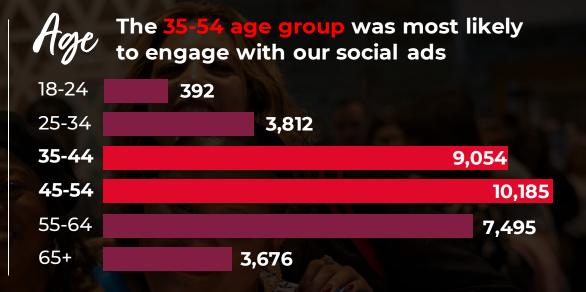
Communications Overview

Unlock the power of 30 Million Campaign Impressions!



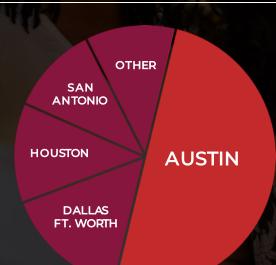
Audience Insights

When diving deeper into Facebook & Instagram results – here are some helpful insights



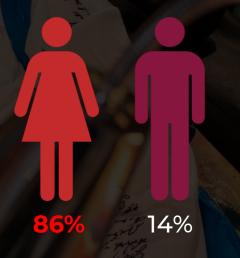
Demographics

| Austin | 56.8% |
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| Dallas Ft. Worth | 12.3% |
| Houston | 12% |
| San Antonio | 10.2% |
| Other | 8% |



Gender Women

accounted for 86% of total clicks from social ads.



Communications Overview

Shout Outs!



@365thingsaustin Indulge at Kalahari Resorts' inaugural Food & Wine Festival on Sunday, Nov. 20th, from noon—4 p.m.! This culinary celebration will feature live entertainment, samples from the resort's restaurants, and tastings from the best wineries, distilleries, and breweries in TX.



@texastasty We had such a blast @KalahariResorts Food and Wine Festival last year! This year's Kalahari Food & (Not Just) Wine festival event is circus themed and in addition to awesome bites and great drinks will feature out of this world entertainment including aerialists, stilt walkers, and jugglers!



@austinfoodmagazine Congratulations on a successful festival



@texaslifestylemagazine There's less than a week until Kalahari Resorts' Inaugural Food & Wine Festival on November 20!
There will be live entertainment, samples from Kalahari's signature restaurants, and tastings from 40+ of Texas' best wineries, distilleries, and craft brewers.



@roundtherocktx Join us on Sunday, November 20, 2022 for our first annual Food & Wine Festival at Kalahari Resorts & Conventions! Treat yourself to the ultimate culinary adventure!



@friendsthatmunch The Food & Wine Festival @kalahariresortsroundrock was a blast!



@coupleinthekitchen We saw pictures from @KalahariResorts's 2022 Food & Wine Festival last year and had major FOMO because we were out of town, so we cannot wait for it this year.



@keepaustineatin This is so exciting! 🙌 🙌

Brand Collaborations Spotlight

Bubly

We take great pride in our collaborations with top-tier partners, cultivating customized partnerships that bring to life the beloved experiences that KFWF guests have quickly grown to love and expect while achieving the unique objectives of each brand.

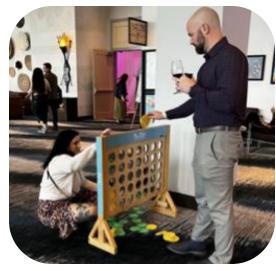
In 2022, Bubly executed an experiential sampling activation to enhance the attendee experience and provide cocktail/mocktail offerings.

The goals were to drive awareness and trial of Bubly, while providing a playful and engaging experience for attendees.

The presence included a branded sampling bar, high-top tables with umbrellas and barstools, corn hole, and a giant Connect Four.

In total, 900+ attendees interacted onsite, and a total of ~317 beverage samples were distributed during the activation.









New This Gear

SEP. 24 2023 11 AM -4 PM

MORE
Food, Drinks, & Music!

3,000 Projected Attendees

Theme: Showman / Luxury Circus

With special entertainment acts such as Fire Throwers, Stilt Walkers, Magicians, Acrobats, The Nerveless Nocks, & more!

VIP Tickets

Offering Early Event Access, Meet & Greet Brunch w/ Chefs, & All-Day VIP Lounge Access!

New This Gear







Texas 50

Learn more here!

- Fundraiser for the Nelson Family Life Foundation, raising money to build 50 wells in Africa
- Saturday, September 23
- 5-Course Wine Dinner, Live Entertainment, 2-night Accommodations

VIP Brunch & Lounge

- Sunday, Sept. 24th, 10-11am Brunch
- Meet & Greet with Kalahari Chefs
- Live Entertainment
- All day Lounge Access
- Exclusively for VIP Ticket Holders

After Party

- Located at Amatuli from 5-6 PM
- Live Entertainment
- Open to All Guests



Become A Vendor

Participating in the Kalahari Food & (Not Just) Wine Festival is an excellent opportunity to align your brand with a premier culinary event.

By joining us as a vendor, you will gain valuable exposure, strengthen your brand presence, and engage directly with a targeted audience. This is your chance to showcase your products or services to a passionate community while supporting an event that brings joy to attendees and contributes to the local community.

Vendor Commitment Fee \$100

What's included for all vendors:

- 4 Tickets to the event \$500 value
- Vendor Weekend Room Rate:
 - Saturday \$249
 - Sunday \$169
- 6 ft. table & linen with 2 chairs



Vendor Booth Add-Ons

- Electrical run to table \$50
- Tasting Cups \$100
- TABC Certified Server 5 hrs. \$300
- Logo on Staff T-Shirts \$250
 August 14 cut off date





Become A Sponsor

We invite you to become a valued sponsor of the Kalahari Food & (Not Just) Wine Festival and be part of a remarkable culinary experience.

By partnering with us, you'll enjoy a range of exclusive benefits, including prominent branding opportunities, access to our esteemed guests, and the chance to create meaningful connections.

Together, we can make this year's festival a resounding success.



Sponsorship Opportunities

Elephant \$20k+

Lion \$5k-\$19,999

Leopard

\$2,500-\$4,999

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Event Barn Sponsor \$20,000

Elephant Only 1 Available

Our expansive 5,600 sq. ft. Event Barn & adjacent turf lawn will host 10 vendor booths, live music from local artists, a roaming contortionist, and The Globe of Thunder presented by the world-famous Nerveless Nocks – a daring and exhilarating motorcycle stunt act within the confines of the 18-foot-tall steel ball cage. By sponsoring this sought-after hub of excitement, your brand gains prominent visibility, direct engagement with festival-goers, and the chance to align with thrilling entertainment acts.

- All **Elephant** Sponsor Benefits
- Your logo placed on exterior of barn
- Option to occupy all 10 vendor booths or right to refusal for selected brands
- Live entertainment provided



Amatuli Sponsor \$20,000

Elephant Only 1 Available

This vibrant hub will be a focal point of excitement and one of the first areas many guests see after checking in. Feat out oge, arming this, fire pits, built-in vendor booths, a fully expector, to adynant space ill be host to live music, jugglers, a fully expector of the festival.

- All **Elephant** Sponsor Benefits
- Your logo on all entrance's to Amatul
- Option to occupy all 10 vendors booths or right to refusal for selected brands
- Live entertainment provided
- Prime walking area from check-in
- Roast your own Smore's activation at firepit
- After Party and entertainment until 6 pm





Flair Bartender Sponsor \$8,000

Lion Only 1 Available

Highlight your brand alongside our talented flair bartenders! These captivating entertainers were a creatival or the call of t

- All Lion Sponsor Benefits
- 8 total flair bartenders
- Logo on Flair Bartenders T-shirts
- Personalized signage at each bar that has a Flair Bartender
- Premium location of offerings



VIP Brunch & Lounge Sponsor \$5,000

Lion Only 1 Available

Position your brand at the forefront of our VIP Brunch & Lounge, an exclusive experience for those holding VIP to As a control of the vision o

- All Lion Sponsor Benefits
- Exclusive partner for the VIP Brunch & Lounge
- Prime lobby booth for event
- Live Entertainment provided



Thank You!

JOIN US SEP. 24 2023



