



NORCAL · PUBLIC · MEDIA STARS *of* FOOD & WINE AWARDS

The 4th Annual NorCal Public Media Stars of Food & Wine Awards takes place Saturday, March 21, 2026. Join us as we award dedicated leaders in our agriculture and wine industries, biodiverse and regenerative food production, and food justice.

Multi-Media Presentations and Awards

Listen to our Guests of Honor share their thoughts and advice on how to succeed as environmental sustainers, food producers, worker advocates, wine producers, and mentors for others along the way. We'll also be celebrating the honorees and NorCal's commitment to environmental programming with multimedia displays throughout the ceremony. You'll meet exceptional people.

Networking Reception

A relaxed floor plan will allow you to meet old friends and make new ones, too. We'll be serving wines from leading local producers and offering a delicious dinner made from sustainable local farms and artisan foods.

Supporting the work of Northern California Public Media (NorCal) and the Center for Environmental Reporting

NorCal is a nonprofit PBS, NPR and independent broadcaster serving the Bay Area for 40 years with a wide variety of high-quality, entertaining, educational and free programming. We reach over 1.2 million diverse listeners and viewers on a weekly basis through our channels (two broadcast public TV stations, public radio, and streaming services). You'll be supporting the ongoing work of our Center for Environmental Reporting, a multi-media streaming and broadcast hub for our own original environmental programs and news reporting, as well as a wide array of independent documentaries, podcasts and more about climate change, stories and solutions.

HONOREES

MEET OUR PREVIOUS
AWARD WINNERS

GRAND AWARDS

Alice Waters, Albert Straus, The Sterling Family

AGRICULTURAL BIODIVERSITY AND RENGENDERATION

**Don McEnhill, Tucker Taylor, Bernier Farms,
Preston Farm & Winery, Singing Frogs Farm, Front Porch Farm, Stemple
Creek Ranch, Hector Alvarez, Hog Island Oyster Company**

EDUCATING FOR THE FUTURE

Betsy Fischer, Susan Gilmore, Jonathan Bravo, Daniel Kedan

WINE WORLD GAME CHANGERS

**Cathy Corison, the Matthiassons, Phil Coturri, Julie Lumgair,
Dr. Anita Oberholster, the Hafner Family**

FOOD JUSTICE AND FARM-TO-COMMUNITY LEADERS

**Gail Myers, Yisrael Family Farms, Roots of Change, Farm to Pantry,
Single Thread Farms and Restaurant, Redwood Empire Food Bank,
Chef Martin Yan, Chef Douglas Keane, Chef Matthew Kammerer,
Omer Seltzer, Redwood Empire Food Bank**

2026 AWARD WINNERS WILL BE ANNOUNCED SOON

An Array of Sponsorship Options—Customizable for Your Business

Your sponsorship will place a spotlight on your company's commitment to good causes, and on the hard work, talent, accomplishments, and opportunities for people working for sustainability, environmental responsibility, diversity, equality and justice.

Your company will be prominently highlighted as a Sponsor as we promote the event over several months on our two Bay Area TV stations and streams and our North Bay NPR radio station, and you will attend the event to mix with hundreds of attendees.

PRAISE FOR PREVIOUS EVENTS

*The 2024 Public Media National Award for Special Events was awarded to the **NorCal Public Media Food & Wine Awards**.*

“The awardees were all so impressive, and the short video stories were incredibly touching and inspiring. We were really impressed with how well organized the event was, I must say! There were no hiccups or confusion, the night flowed seamlessly, and we felt very well taken care of as a sponsor for the event.”

~ Danielle Eastman, J. Lohr Vineyards & Wines

"What a delightful evening. Congratulations on the success of the inaugural event!"

~ Ken Peterson, Monterey Bay Aquarium

"Tonight's event was truly amazing; it brought together people who are legends, who are the movers and shakers in making sure the food and wine of Sonoma County are the most amazing parts of this world."

~ Attendee

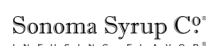
"We enjoyed the event, did a lot of connecting and learned a lot!"

~ Lori Mogan, North Bay Children's Center

"What a great night! John and I wanted you to know how glad we were to be able to participate in your inaugural event."

~ Attendee

2025 SPONSORS





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Sponsor Benefits

| Sponsor Title/Level | Pricing | TV Campaign | Radio Campaign | Table on Site | Tickets (\$100 value/person) | Prominent Branding on Website, Email, Social Media promotions | On Screen/ Mentioned in Ceremony | Company logo in Event Program | Half page ad in event program | Supporting NorCal Public Media |
|------------------------|------------------------------|---------------------------|---------------------|---------------|------------------------------|---|----------------------------------|-------------------------------|-------------------------------|--------------------------------|
| Gold | \$5,000 | 2 months on both stations | 1 month on KRCB-NPR | 2 | 3 | ■ | ■ | ■ | ■ | ■ |
| Silver | \$2,500 | | 1 month on KRCB-NPR | 2 | 3 | ■ | | ■ | | ■ |
| Award Category Sponsor | \$1,500 | | 2 weeks on KRCB-NPR | | 2 | ■ | | ■ | | ■ |
| Tabling | \$1,500 | | 2 weeks on KRCB-NPR | 1 | 2 | ■ | | ■ | | ■ |
| In-Kind (Bronze) | Serving donated wine or food | | | 1 | 2 | ■ | | ■ | | ■ |

| A LA CARTE SPONSORSHIPS—Customized promotion and benefits | | | | | |
|--|-----------------------|--------------------------|-----------|------------------------|--------------------------------------|
| Welcome Wine Sponsor \$2,500 and 5 cases of sparkling wine | Pre-event publicity | 2 tables at entry | 6 tickets | 1 month Radio campaign | Supporting NorCal & climate programs |
| Banner Sponsor \$1,000 | Website logo and link | Banner hung at the event | 2 tickets | | Supporting NorCal & climate programs |
| Category Sponsor \$1,000 | Website logo and link | On-screen at ceremony | 2 tickets | Logo in Event Program | Supporting NorCal & climate programs |

* We can adjust TV and radio campaigns if you have a preference.

** All TV and radio scripts need to adhere to FCC and public media guidelines and be approved in advance. Typically, not an issue.

For more information on sponsorship, please call Mike Flynn at 707-584-2062 or email mike_flynn@norcalpublicmedia.org