

Rosé Day™









Rosé Day

LOS ANGELES

On June 14th, 2025, the 5th Rosé Day LA will take place in Malibu, CA kicking off the summer in celebration of fine rosé wine, champagne, food and luxury brands. Over 4000 people will come together at King Gillette Ranch for an unforgettable day. A-list celebrities, socialites, influencers and consumers will enjoy the daytime gathering that is now hailed as the “must attend” event of the summer season.








Rosé Day

LOS ANGELES




2018

-  Attendees
2,500
-  Instagram Impressions
100,000,000
-  On-site Instagramable Moments
8

Rosé Day

LOS ANGELES
presented by
CORKCICLE.




2019

-  Attendees
2,500
-  Instagram Impressions
100,000,000
-  On-site Instagramable Moments
8

Rosé Day

LOS ANGELES




2023

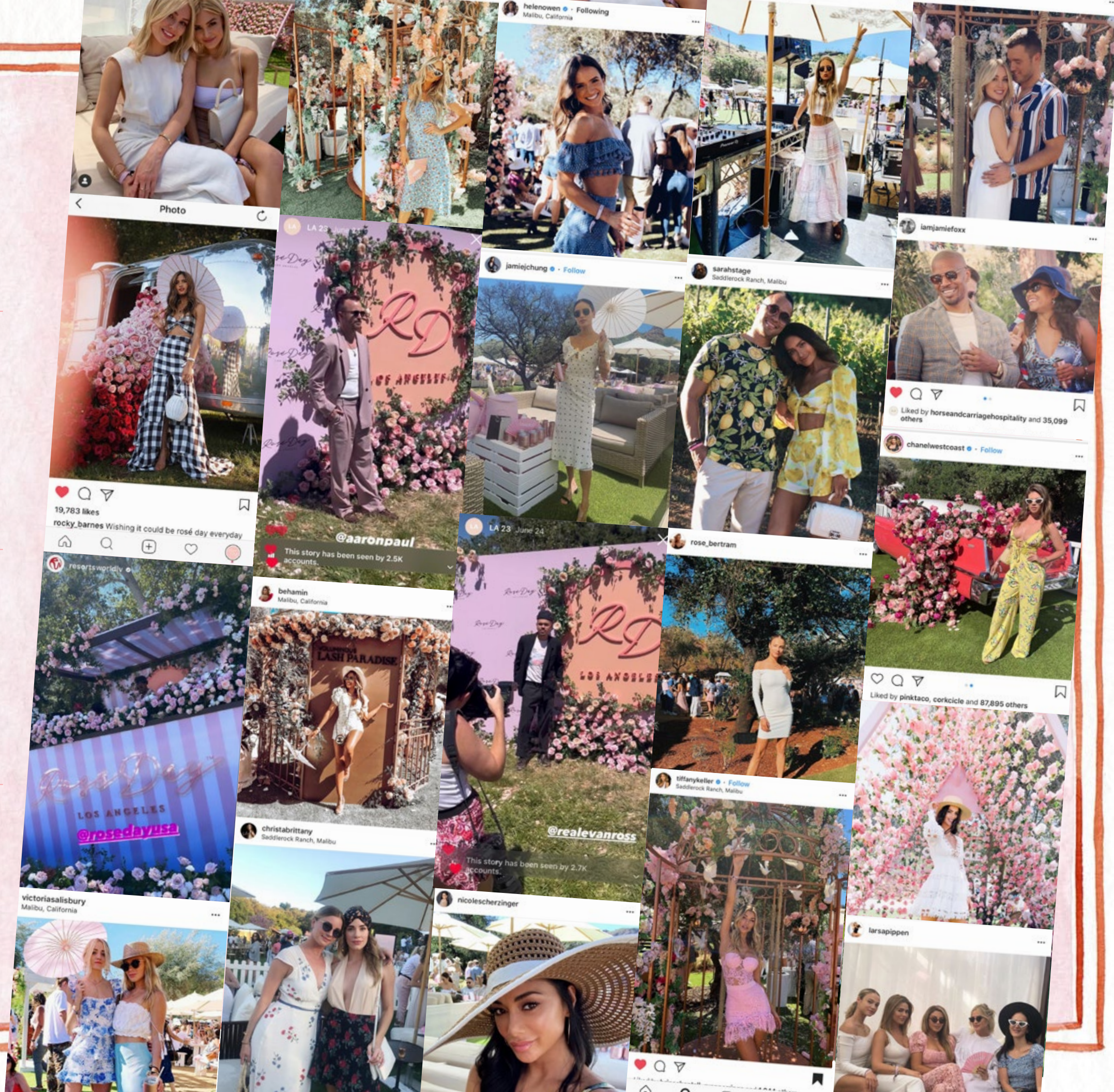
-  Attendees
3,000
-  Instagram Impressions
150,000,000
-  On-site Instagramable Moments
25

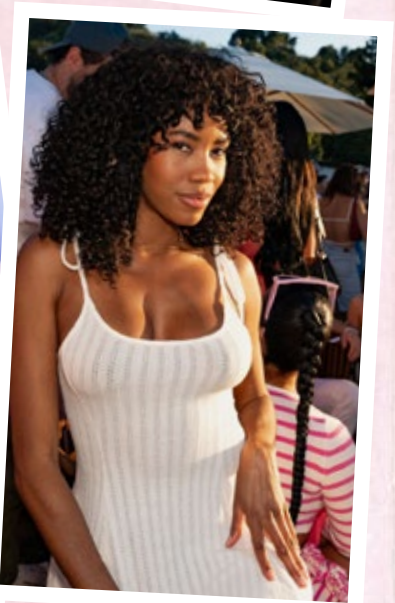
Rosé Day

LOS ANGELES

2024

-  Attendees
4,000
-  Instagram Impressions
150,000,000
-  On-site Instagramable Moments
35





A decorative border surrounds the entire page. In the top-left corner, there are pink and yellow flowers and two red cherries. In the top-right corner, there is a green lime slice and more pink and yellow flowers. In the bottom-left corner, there is a green leafy branch and a red strawberry. In the bottom-right corner, there is a green leafy branch and a red strawberry.

PRINT & ONLINE IMPRESSIONS

Rosé Day
LOS ANGELES

2018

Print
40,000,000

Online Impressions
750,000,000

*Rosé Day*TM
LOS ANGELES
presented by
CORKCICLE.

2019

Print
69,000,000

Online Impressions
1,100,000,000

Rosé Day
LOS ANGELES

2023

Print
50,000,000

Online Impressions
900,000,000

Rosé Day
LOS ANGELES

2024

Print
50,000,000

Online Impressions
900,000,000



THE ORANGE COUNTY REGISTER

THINGS TO DO - News

Celebrate Rosé Day with a fancy picnic in Calabasas

The single-day event will include food, music and plenty of libations.

ROSE DAY LOS ANGELES RETURNS JUNE 8TH

This Is How Hollywood Royalty Celebrates National Rosé Day

NATIONAL ROSE DAY

Chateau Sainte Marguerite Symphonie 2022 Rosé

Wines of class and white-glove single in this elegant event from an award-winning French winery that just launched in the US last year. The bottle is a work of art, produced in Provence, France, in dry and healthy climates, in part, to add fermentation, something that makes the bottle perfect for the warm California wine scene.

BIZBASH

Now for just \$5.99/month

HOME | ASSOCIATION

This Week in Los Angeles: a Rosé-Inspired Picnic, a Dragon-Theme Birthday Cake, Santa Monica's New Food Tour

West Coast bureau chief Claire Hoffman covers the week's biggest event news.

BY CLAIRE HOFFMAN — JUNE 14, 2019

LAWEEKLY

05/25/23

THINGS TO DO

Rosé Day

JUNE 24TH • 1PM-8PM

This Is How Hollywood Royalty Celebrates National Rosé Day

NATIONAL ROSE DAY

US WEEKLY

What's Hot

Harry Charles

The Real Reason They Can't Make Up

How Queen Camilla came between King Charles and Prince Harry, and will things ever change?

What To Do In Los Angeles This June

Rosé Day Los Angeles

On June 24, Rosé Day Los Angeles will take over the Malibu beach in Calabasas from 1 to 8 p.m. The event will feature live music, food, and plenty of libations. The event is free and open to the public. The event is a celebration of the Rosé wine and the Malibu beach. The event is a celebration of the Rosé wine and the Malibu beach. The event is a celebration of the Rosé wine and the Malibu beach.

Best Things To Do This Weekend In Los Angeles And Southern California: June 7 - 9

JUST JARED

Jeremy Renner Celebrates National Rosé Day with His Sister Nicky

The 37-year-old actor posed for cute photos with his sister Nicky while attending Rosé Day Los Angeles on Saturday June 24 in Calabasas, Calif. Guests were treated to a full day of perfect picnic from over 10 ultra-premium brands, including Penner-Juice, Santa Margarita on Provence, Chateau Sainte Marguerite, and more.

US WEEKLY

HERE'S WHAT'S POPPING UP

THE PRESS-ENTERPRISE

THINGS TO DO - News

Celebrate Rosé Day with a fancy picnic in Calabasas

The single-day event will include food, music and plenty of libations.

JUST JARED

Ashlee Simpson and Evan Ross Toast to Rosé Day LA

Ashlee Simpson and Evan Ross toast to Rosé Day LA on Saturday June 24 in Calabasas, Calif. The couple celebrated the day with a picnic and a toast to the Rosé wine. The couple celebrated the day with a picnic and a toast to the Rosé wine. The couple celebrated the day with a picnic and a toast to the Rosé wine.

EXTRA

June 2018 Fresh Pix

ET

Must-See Celeb Sightings: June 2024

LA 7

Best Things To Do This Weekend In Los Angeles And Southern California: June 7 - 9

JUST JARED

Rosé Day Los Angeles 2023

billboard

PINE-APPLE-RITA

Page Six

Leo DiCaprio steps out of VIP area at Rosé Day LA

LA 7

Celebrate Rosé Day with a fancy picnic in Calabasas

toofab

Rosé Day LA

MODERN LUXURY

Rosé Day LA

Los Angeles Magazine

Rosé Day Los Angeles brings luxury picnic vibes to Calabasas Hills on June 24

Guestlist

Sourcing Los Angeles Culture

ACCESS

Rosé Day LA

edn

HEATS AND BUBBLES: GET READY TO HEADLINE LUXURY ROSE DAY LOS ANGELES EVENT

Daily Mail

Rosé Day LA

OK!

CELEBS COME OUT IN FULL FORCE TO CELEBRATE THE FIRST ANNUAL ROSE DAY LA

THE WRAP

Rosé Day Los Angeles

THE WRAP

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SPONSORSHIP OPPORTUNITY

The primary objective of sponsoring Rosé Day LA is to realize a substantial return on investment. This ROI can be measured through a variety of metrics:

- Event Attendance
 - Total Media Impressions
 - Social Media Impressions
 - Trendsetter & Social Media Allegiance
 - Effective Integration of Brand Message
 - Internal Corporate Perception
 - Press Coverage
 - On-Site Brand Experience
-

Rosé Day LA is an exceptional opportunity to maximize these objectives. The combination of celebrity and taste makers attendance and media coverage will allow your brand to experience an unparalleled ROI.

1 Billion+
Press Impressions

3000+
Attendees

100,000,000+
Social Impressions



TITLE SPONSORSHIP

\$400K

- Presenting Naming Rights Status: “Rosé Day LA Presented By” brand name
- Complete inclusion in all PR, Media and Step & Repeat
- Opportunity to create co-branded themed areas & installations
- Custom social media hashtag integration
- 1 Complimentary Cabana for 20 guests
- 1 Complimentary Table for 10 guests
- 50 Admission Tickets

SUPPORTING SPONSORSHIP

\$200K

- Opportunity to create co-branded themed area, moment or installation
- Logo on all printed and web materials
- Logo on step and repeat
- 1 Complimentary Cabana for 15 guests
- 30 Admission Tickets

CONTRIBUTING SPONSORSHIP

\$100K

- On-Site Branding
- Opportunity to create co-branded themed area or installation
- Product sampling and distribution
- Logo on all printed and web materials
- Logo on step and repeat
- 1 Complimentary Table for 10 guests
- 20 Admission Tickets

\$50K

- On-Site Branding
- Logo web materials
- 20x20 space to create on site activation
- Product sampling and distribution
- 20 Admission Tickets

\$25K

- 10x10 space to create on site activation
- Product sampling and distribution
- 10 Admission Tickets

Rosé Day
LOS ANGELES

Note: All The Above Levels Do Not Include Activation Production Costs. This Will Be The Responsibility Of The Brand To Cover These Costs.



Rosé DayTM

SPONSORSHIP

Ben Biscotti

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