



Noe Valley's 1st Annual Holiday Wine Walk

Wednesday, December 7th, 2011 ~ Tasting event: 4:00 pm to 8:00 pm
WE BRING THE CUSTOMERS TO YOU!



Merchant Information

We invite you to participate in the 1st Annual Noe Valley Holiday Wine Walk, on Wednesday, December 7, 2011, from 4:00 to 8:00pm. This tasting event is brought to you by The Noe Valley Merchants & Professionals Association, the Noe Valley Association and Steven Restivo Event Services, LLC. Tasting tickets for attendees will be offered at \$30.

We are organizing this event to promote the local restaurants, retailers and businesses in Noe Valley. The goal of this event is to invite food and wine enthusiasts to Noe Valley for an evening of gourmet sampling & wine tasting. The event will take place on 24th Street between Diamond & Chattanooga Streets. **24th Street will not be closed at any time during the event.**

How does the Wine Walk event work?

Attendees will be given a program with a map of all participating restaurants/merchants and they can stroll the street, visiting as many locations as they choose. Participating restaurants may offer food samples and their wine distributors may choose to feature some of their wines. Merchants can be a Wine Tasting Station, where we bring a winery rep or wine samples to your store. Merchants may also offer hors d'oeuvres to entice attendees to stop in for a sample.

What do I get for my Restaurant fee of \$50/\$75?

The special event ABC permit which costs \$25/location, inclusion on the event program/map, advertising, signage for the event & 2 complimentary tasting tickets (valued at \$60).

What do I get for my Business fee of \$100/\$125?

The special event ABC permit which costs \$25/location, inclusion on the event program/map, wine for the evening, advertising, signage for of the event, swill bucket, wine opener, staff to drop off and pick up equipment, & 2 complimentary tasting tickets (valued at \$60).

Can I choose the Winery that pours in my store?

If there is a specific Winery you would like to represent at your location, you may contact them directly and have them fill out an application and send it to us. The winery applications are available on our website. Winery logos will go on the event website and program.

How else can my business benefit?

Get more exposure by getting your business name/logo placed on the event poster, ads, program & website for \$150. We are happy to announce that **Hill & Co.** is once again our wine glass sponsor!

How should I do the raffle? (optional)

Your raffle can work in many ways, but we suggest requesting business cards from the ticket holders throughout the event and draw one at the end. No need to be present to win. This will also help build your customer email/contact list. The raffle is not a requirement, just a suggestion to help build your customer list.

Once we receive your application, we will send you a letter or email to let you know of your status. Once accepted to the event, we will send you a participant packet with relevant set-up information 10 days prior to the event. Get your neighbors involved!

DEADLINE: Friday, 11/11/11

To participate, please fill out the attached application and mail fee to:

Steven Restivo Event Services, LLC

P.O. Box 151017, San Rafael, CA 94915



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Business Name: _____ Website: _____

Contact Name: _____ Email: _____

Address: _____

City: _____ State _____ Zip: _____

Phone: _____ Fax: _____

Check box if you would like to receive the status letter and participant packet via email rather than post.

Suggestions or comments about this event: _____

Please select your participation: (check all that apply)

- Restaurant** & would like to offer our own **Food & Wine Samples = \$50/\$75** (member/non-member)
- Business** & would like to be supplied with **Wine Samples = \$100/\$125** (member/non-member)
 - with our **own staff** pouring the wine provided
 - willing to have a **Wine Rep** pour the wine (not a guarantee)
- We have asked a winery to participate & would like them in our store: _____
(Winery application is on the event website & they will need to fill it out & send it to us)
- We would like to be supplied with a **table & table cloth = \$25**
- We would like our **Business Name/logo placed in ads, poster, program & website = additional \$150**
- We will be giving a **Raffle or a Special Discount** to be featured in the program: (optional)
 - _____
 - example: raffle for \$50 gift certificate plus 10% off any purchase
 - See other side on how we suggest doing the raffle

DEADLINE: Friday 11/11/11

To participate, please fill out this application and fax it or mail it to:
Steven Restivo Event Services, LLC, P.O. Box 151017, San Rafael, CA 94915
Ph: 415-456-6455. Fax 415-456-6436

www.SRESproductions.com ~ Steven@SRESproductions.com