

27th Annual
Walnut Creek
Art & Wine Festival



Presented By The
Walnut Creek
Chamber of Commerce

Walnut Creek 2008 Art & Wine Festival



On May 31 and June 1 the Walnut Creek Chamber of Commerce will continue a tradition begun in 1981 by celebrating the 27th Anniversary of the Walnut Creek Art & Wine Festival. The event will be held at Heather Farm Park located in the heart of Contra Costa County and will feature work from more than 200 artists, crafts persons and musicians.

Festival lovers from throughout the region taste select wines from some of the world's finest wine growing regions or choose from award winning international beers. Visitors may sample an array of delicious foods while enjoying a musical smorgasbord of big band, country, folk and jazz.

*voted "East Bay's Best Outdoor Event"
by Contra Costa Newspapers*

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Walnut Creek Art & Wine Festival Sponsors benefit from a huge array of media support for this popular event.

Including:

- *Contra Costa Times*, over 300 inches
- 10,500 daily newspapers deliver to non-*Contra Costa Times* subscribers

Additional Coverage in:

- *Diablo Publication*
- *Sentinel Newspapers*
- *The Chamber's Business Focus*
- *The Nutshell*
- KGO radio on-air ads leading up to the event and live remotes during the Festival
- 10,000 Fliers
- 500 Posters
- 20,000 Emails
- Event and sponsors featured on the Chamber website
- Numerous public service announcements
- Extensive banners and signage at the Festival
- Continuous acknowledgements & announcements from both stages

As a sponsor you are part of this extensive campaign of saturated advertising to reach everyone in Central Contra Costa County.

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Additional information at www.walnut-creek.com

Walnut Creek 2008 Art & Wine Festival



Stage Sponsor - \$10,000

- Company banner prominently displayed on stage throughout the festival.
- Company logo prominently displayed on festival banner.
- Company logo will appear on all promotional materials.
- Verbal acknowledgement of sponsorship throughout the festival.
- Company name & logo with link on the Chamber Website.
- Acknowledgement in all press releases.
- Twelve complimentary wine and beer glasses.
- Free booth to display your products and services

Grape Stomp Stage Sponsor - \$9,000

- Company banner prominently displayed on grape stomp stage throughout the festival.
- Company logo will appear on all promotional materials.
- Verbal acknowledgement of sponsorship throughout the festival.
- Company name and logo with link on the Chamber Website.
- Acknowledgement in all press releases.
- Twelve complimentary wine and beer glasses.
- Free booth to display your products and services.

Exclusive Wine Glass or Beer Glass Sponsor - \$6,000

- Your company logo printed on 6,000 official festival wine or beer glasses.
- 24 complimentary wine or beer glasses.
- Sponsor recognition from the stage during the festival.

Combined Exclusive Wine & Beer Glass Sponsor - \$11,000

- All of the above for both wine and beer.

Corporate Sponsor - \$5,000

- Company logo displayed on festival banner on main stage.
- Company logo will appear on pre-event promotional materials.
- Verbal acknowledgement of sponsorship throughout the festival.
- Company name & logo with link on the Chamber Website.
- Acknowledgement in all press releases.
- Twelve complimentary wine and beer glasses.

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Premium Wine Tent Sponsor - \$6,000

- Company provided banner displayed in the Premium Wine Area.
- Company logo will appear on all promotional materials.
- Company name & logo with link on the Chamber Website.
- Verbal acknowledgement of sponsorship throughout the festival.
- Acknowledgement in pre-event press releases.
- Twelve complimentary wine and beer glasses.

Children's Area Sponsor - \$4,000

- Company provided banner prominently displayed in the Children's Area.
- Company logo will appear on all promotional materials.
- Company name & logo with link on the Chamber Website.
- Verbal acknowledgement of sponsorship throughout the festival.
- Acknowledgement in pre-event press releases.
- Six complimentary wine and beer glasses.

Shuttle Bus Sponsor - \$2,000 each bus

- Verbal acknowledgement throughout the festival.
- Company provided banner prominently displayed on outside on bus.
- Company name and logo with link on the Chamber Website.
- Six complimentary wine or beer glasses.
- Sponsorship will enable you to hand out materials/samples on busses during transport to and from event.

Wine or Beer Booth Sponsor - \$800 Member & \$1,200 Non-Member (Limited to 30: Completed Application and Payment Confirms Your Booth Space)

- Promote your product or service by decorating your 10' x 10' booth.
- Staff the booth the two days of the event and pour wine or beer.
- Six complimentary wine or beer glasses.

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Wine & Beer Booth Sponsorship Frequently Asked Questions



BOOTH INFORMATION

You are responsible for decorating and staffing your 10' x 10' booth.

You will be pouring wine or beer (provided by the Chamber) while promoting your business. We encourage drawings, give-aways, handouts, etc.

No demonstrations involving patrons are permitted in or outside the booth.

Each booth will be pouring a different wine or beer. Selection is done by the lottery system at a mandatory information meeting prior to the Festival.

A refundable cleaning deposit in the amount of \$100 is required and payable only by check.*

STAFFING

Hours Booth Must Be Manned:

Saturday: 10:00 a.m. - 8:00 p.m.

Sunday: 10:00 a.m. - 7:00 p.m.

You will need at least two people in the booths at all times and a minimum of three people at peak times, which is 12:00 noon to 4:00 p.m.

BANNERS - DECORATIONS

Each sponsor is responsible for their own banner(s) and decorations in the booth. Handouts are recommended to promote your business but can only be distributed from inside your booth.



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2008
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Sponsor Application

The company below agrees to Sponsor the 27th Annual Art & Wine Festival to be held on May 31 and June 1, 2008 at Heather Farm Park in Walnut Creek in the following sponsorship category.

Sponsorship Category _____ \$ _____

Company: _____

Contact Name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Method of Payment: Check Credit Card (Visa, MasterCard, American Express, Discover)

Credit Card Number: _____ Expires _____

Last 3 digits from number on back of credit card: _____ Total to be charged: _____

Name on the credit card: _____

Credit card billing address including zip code: _____

Signature: _____ Date: _____

As a Wine or Beer Booth Sponsor the company agrees to staff and maintain a booth at the Walnut Creek Art & Wine Festival to be held on May 31 & June 1, 2008 at Heather Farm Park in Walnut Creek. The booth must be staffed and open to the public from 10:00 a.m. to 8:00 p.m. on Saturday and from 10:00 a.m. to 7:00 p.m. on Sunday.

**Please include a SEPARATE CHECK in the amount of \$100, for the refundable cleaning deposit.*

Please send registration and payment to:
Walnut Creek Chamber of Commerce, 1777 Botelho Drive, #103
Walnut Creek, CA 94596 or fax to (925) 934-2404
Telephone (925) 934-2007

No Refunds

Thank you for your support!
Additional information at www.walnut-creek.com