

2012 SRES Wine Tasting Events

Winery Information



There is NO FEE for your winery to participate! We ask that you bring at least 1-2 cases of wine to sample at each event & send a representative to speak about your wines. Your reps cannot sell the wine on-site, although they can take orders for delivery. If you are unable to send a rep, we would be happy to get the wine from you & have our staff pour.

How do the events work? At the Wine Walks, attendees will purchase a tasting pass & be given a wine glass & a program with a map of all participating restaurants/merchants. Attendees can stroll the street, visiting as many locations as they choose. There will also be a free cable car shuttle dropping participants off at the multiple downtown locations. Participating Merchants can be a Wine tasting Station, where your Winery will pour & promote your wines. We will contact you closer to the event date as to which merchant/business you will be pouring in. Merchants will also offer hors d'oeuvres to help entice the attendees to stop in for a sample.

What does your Winery get if you participate? In addition to exposing your wine to Bay Area tasters, your winery will also receive a logo & link on the official event website & be featured in the event program-hundreds printed! For a low cost of \$150, we can promote your business by putting the Winery name on the event poster & postcards, thousands are printed & distributed in the Bay Area. The Festival publicity & advertising are in full swing & will include all participating wineries. The sooner you sign up, the more promotion & impressions we can give you.

ABOUT EACH EVENT:



2nd Annual Union Street Has A Crush On You Valentine Wine Walk, Thursday, February 9, 2012: Union Street wants to bring the romance to their street! The event is held on San Francisco's fashionable Union Street where historic Victorians have been transformed into popular boutiques, art galleries & restaurants. The Tasting for ticket holders will occur within the Merchant stores from 4:00pm to 8:00pm.

http://sresproductions.com/union_street_valentine_wine_walk.html



6th Annual San Rafael Food & Wine Festival, Saturday, August 11, 2012: The Festival will take place on the lawn of the Falkirk Cultural Center, which is located on Mission Avenue between D & E Streets in San Rafael, CA. The event will feature wine tasting from regional wineries, beer tasting from local breweries, Jazz entertainment, & local restaurants will be serving up some of the best cuisine in Marin County. In addition, we will be showcasing local chefs at our cooking demonstration. Falkirk is a 19th century country estate, is listed on the National Historic Register, built in 1888, & saved from demolition in 1974. The event is from 1:00pm to 5:00pm.

http://sresproductions.com/san_rafael_food_and_wine_festival.html



2nd Annual Noe Valley Wine Walk, Thursday August 23: Noe Valley is an ideal place for wine walks, being in the heart of the city. The Noe Valley Wine Walk will be held on San Francisco's 24th St from Diamond to Chattanooga. The Tasting for ticket holders will occur within the Merchant stores from 4:00pm to 8:00pm.

http://sresproductions.com/noe_valley_wine_walk.html



4th Annual Taste of Downtown San Rafael, Wednesday, September 19, 2012: The event will take place on Fourth Street & adjoining streets & including the west end of the downtown. San Rafael, located halfway between San Francisco & California's famous wine country, is Marin's oldest city. The Tasting for ticket holders will occur within the Merchant stores from 4:00pm to 8:00pm.

http://sresproductions.com/taste_of_san_rafael.html



3rd Annual Union Street Wine Walk, Thursday, October 11, 2012: The Union Street Wine Walk is held on San Francisco's fashionable Union Street where historic Victorians have been transformed into popular boutiques, art galleries & restaurants. The Tasting for ticket holders will occur within the Merchant stores from 4:00pm to 8:00pm.

http://sresproductions.com/union_street_wine_walk.html



2nd Annual Noe Valley Holiday Wine Walk, Thursday, December 6: The Noe Valley Holiday Wine Walk will be held on San Francisco's 24th St from Diamond to Chattanooga. The Tasting for ticket holders will occur within the Merchant stores from 4:00pm to 8:00pm.

http://sresproductions.com/noe_valley_holiday_wine_walk.html

Steven Restivo Event Services, LLC offers a variety of event production & logistic services to various clients such as Chamber of Commerce's, Merchant Associations, non-profit groups & other industry professionals. We produce some of the largest FREE public festivals on the west coast, including San Francisco's St. Patrick's Day Festival & Parade, the Union Street Festival, the North Beach Festival, the Fillmore Jazz Festival, & many more!

We will send you a status letter once within a week of receiving this application.

To participate, please fill out the attached application & fax it to 415-456-6436 or mail it to:

Steven Restivo Event Services, LLC, P.O. Box 151017 - San Rafael, CA 94915

www.SRESproductions.com ~ Steven@SRESproductions.com

2012 SRES Wine Tasting Events Winery Application



Winery Name: _____ Website: _____

Contact Name: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Onsite Cell: _____ Fax: _____

Events you would like to participate in: (check all that apply)

There is NO FEE to participate! (unless you would like your logo on all advertising)

- Union Street Has a Crush on You Valentine's Day Wine Walk**, Union Street, San Francisco
February 9, 4pm to 8pm, Thursday ~ location request _____
- San Rafael Food & Wine Festival**, Falkirk Cultural Center, San Rafael
August 11, 1pm to 5pm, Saturday ~ location request _____
- Noe Valley Wine Walk**, 24th Street, Noe Valley
August 23rd, 4pm to 8pm, Thursday ~ location request _____
- Taste of Downtown San Rafael**, Fourth Street, San Rafael
September 19, 4pm to 8pm, Wednesday ~ location request _____
- Union Street Wine Walk**, Union Street, San Francisco
October 11, 4pm to 8pm, Thursday ~ location request _____
- Noe Valley HOLIDAY Wine Walk**, 24th Street, Noe Valley
December 6th, 4pm to 8pm, Thursday ~ location request _____

Wines you would like to sample:

1. _____ 2. _____ 3. _____

Additional Info (check all that apply)

- We would like to receive the status letter & participant packet via email
- We are unable to send a representative to pour & would like to give SRES the wine to pour
- We would like free promotional postcards to be mailed to us (if applicable) # _____
- We would like a bag of ice, keg bucket, & swill bucket at the event = **\$25/per event**
- We would like our winery name on the Event Poster & Postcards (thousands printed) = **\$150/per event**

SRES reserves the right to refuse the participation of any entrant it deems offensive, inappropriate, or contrary to the spirit of the events or the City of San Francisco, County of Marin or the City of San Rafael. The undersigned agrees to hold harmless Steven Restivo Event Services, the City of San Francisco & or the City of San Rafael from any & all liability, claims, demands, costs or damages to person(s) or property as a result of participation in the 2012 events.

Print Name

Signature

Date

There is NO FEE to participate!

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