



**SAN RAFAEL'S 2nd ANNUAL
TASTE OF DOWNTOWN
WINERY APPLICATION**



WEDNESDAY, SEPTEMBER 22, 2010 ~ Tasting event: 4:00 pm to 8:00 pm

The San Rafael Business Improvement District and Steven Restivo Event Services, llc, would like to invite you to participate in the 2nd Annual *Taste of Downtown San Rafael*, on Wednesday, September 22, 2010. The Tasting event will occur from 4:00pm to 8:00pm and there is a \$20-\$25 fee for attendees.

There is NO FEE for your winery to participate. We ask that you bring at least 1-2 cases of wine to sample at the event and send a representative to speak about your wines. Your reps cannot sell the wine on-site, although they can take orders for delivery the following week.

How does the event work? Attendees will purchase a tasting pass and be given a wine glass and a program with a map of all participating restaurants/merchants. They 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 and promote your wines. We will contact you closer to the event date as to which merchant/business you will be pouring in. Merchants can also offer hors d'oeuvres to help entice the attendees to stop in for a sample. Participating restaurants can offer food samples.

The event will take place on Fourth Street and adjoining streets and including the west end of the downtown (Fourth Street will not be closed at anytime during the event). We are working with multiple local sponsors, and our marketing and promotional efforts include a poster distribution, a website, banners, advertisements in local media and much more. We are also partnering with the California Film Institute to help put on the production of the movie.

The Festival publicity and advertising is in full swing and will include all participating wineries. All wineries that participate will receive a link on the official event website and be featured in the event program.

Steven Restivo Event Services, LLC offers a variety of event production and logistic services to various clients such as Chamber of Commerce's, Merchant Associations, non-profit groups and other industry professionals. We produce some of the largest FREE public festivals on the west coast, including San Francisco's 159th Annual St. Patrick's Day Festival & Parade, the 34th Annual Union Street Festival, the 56th Annual North Beach Festival, the 26th Annual Fillmore Jazz Festival, and many more!

San Rafael, located halfway between San Francisco and California's famous wine country, is Marin's oldest city. We are partnering with a number of community agencies and businesses in the area to help insure a large turnout for the event. If you are interested in participating, please fill out the attached form and fax it to 415-456-6436. We will contact you upon acceptance into the event.

To participate, please fill out the attached application and 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