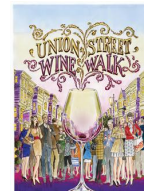




Union Street's 2nd ANNUAL
Union Street Wine Walk
MERCHANT APPLICATION



WEDNESDAY, OCTOBER 12, 2011 ~ Tasting event: 4:00 pm to 8:00 pm

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: _____

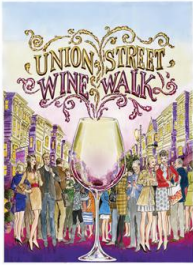
Please select your participation: (check all that apply)

- Restaurant** and would like to offer our own **Food & Wine Samples = \$30/\$50** (member/non-member)
- Business** and would like to be supplied with **Wine Samples = \$40/\$60** (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 placed in ads & on event website = \$200**
- We will be giving a **Raffle or a Special Discount** to be featured in the program:
 - _____
 - example: raffle for \$50 gift certificate plus 10% off any purchase
 - See other side on how we suggest doing the raffle

DEADLINE: 9/22

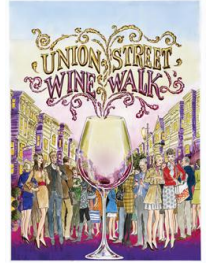
To participate, please fill out this application and fax it or mail it to:
Steven Restivo Event Services, LLC, P.O. Box 151017, San Rafael, CA 94915
Ph: 415-456-6455. Fax 415-456-6436

www.SRESproductions.com ~ Steven@SRESproductions.com



Union Street's 2nd ANNUAL
Union Street Wine Walk
MERCHANT APPLICATION

WEDNESDAY, OCTOBER 12, 2011 ~ Tasting event: 4:00 pm to 8:00 pm



Dear Union Street Business Owner:

We are organizing this event to promote the local restaurants, retailers and businesses on Union Street. The objective of this event is to invite food and wine enthusiasts to Union Street for an evening of gourmet sampling & wine tasting. The event will take place on Union Street and adjoining streets. **Union Street will not be closed at anytime during the event.**

How does the 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 can 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 to your store to pour wine. Merchants will also offer hors d'oeuvres to help entice the attendees to stop in for a sample.

What do I get for my Restaurant fee of \$30/\$50? the special event abc permit which costs \$25/location, inclusion on the event program/map, advertising, signage for day of & 2 complimentary tasting tickets (valued at \$60).

What do I get for my Merchant fee of \$40/\$60? the special event abc permit which costs \$25/location, inclusion on the event program/map, wine for the evening, advertising, signage for day of, 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 pour in your business, you can **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 should I do the raffle? 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.

Once we receive your application, we will send you a letter or email to let you know 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.

Don't forget to get your neighbors involved!

DEADLINE: 9/22

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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