



12th Annual Uncorked Wine Tasting Festival



Saturday, May 13, 2017 ~ 12:00 PM to 5:00 PM

Ghirardelli Square & on Beach Street ~ Between Larkin & Polk Streets ~ San Francisco, CA

WINERY INFORMATION & APPLICATION

Deadline 3/31/17 ~ contact us after deadline for availability

Steven Restivo Event Services (SRES) & Ghirardelli Square is pleased to present the 12th Annual Uncorked Wine Tasting Festival at Ghirardelli Square! Guests will enjoy top tier wines, delicious local food, live music throughout the Square and on Beach Street. The participation fee for wineries is **\$200** (non-refundable) and it covers your equipment rentals, ice, health permit & promotion, marketing and advertising.

WHY PARTICIPATE IN THE UNCORKED WINE FESTIVAL:

- ❖ Showcase your selection of wines to over 7,000 Bay Area tasters
- ❖ Excellent Exposure/Publicity opportunity with media companies
- ❖ Ability to pre-sell & ship wine (no selling on site, pre-sell only)
- ❖ Ticket prices range from \$50 to \$60 - Guests are considered wine enthusiasts ready to try and buy your wine!
- ❖ Prime front and center locations available for your winery - first come first serve positioning - The sooner you sign up the better!
- ❖ Festival takes place throughout Ghirardelli square and on Beach Street on the San Francisco waterfront
- ❖ All ticket proceeds benefit a local non-profit!
- ❖ Winery will also receive a logo and link on the event website program
- ❖ If you are interested in added exposure for your winery, for an additional \$300, your winery's logo can be featured on the official event website, poster, ads, postcards which will be distributed throughout San Francisco.

WHAT YOU NEED TO BRING:

- ❖ However many cases of the wine you are comfortable showcasing, just let us know in advance
- ❖ Corkscrews
- ❖ Pour-stoppers to ensure 1oz. pours
- ❖ Aerators/decanter if deemed necessary
- ❖ Branded table skirt
- ❖ Brochures, wine club/ mailing list registration materials
- ❖ We encouraged you to spruce up your booth with photos, flowers, etc. to showcase your winery

WHAT IS PROVIDED FOR WINERY PARTICIPANTS:

If you are on Beach Street, we provide a shared 10ft x 10ft space, a 10ft wide x 10ft deep x 10ft high tent, & one 6ft table for each winery. If you are in the plaza we provide you with a market umbrella & a 6ft table. We will also provide one beverage container for your wine storage, a swill bucket, & a hand washing station that is required by the SF Health Department. We also provide a plastic table covering. All other equipment that you need to run your operation or activity needs to be provided by you. We do not provide chairs. There is no electricity available at this event. Please note there could be two wineries in each 10ft x 10ft Tent/Space.

If you are unable to send a winery representative, we would be happy to accept 5 cases of wine & will make arrangements to pour the wine on your winery's behalf.

To participate, please fill out the attached application and return by 3/31 by mail, email or fax to:

Steven Restivo Event Services, Inc. ~ P.O. Box 151017, San Rafael, CA 94915

Phone: 800-310-6563 ~ 415-456-6455 (o) ~ 415-456-6436 (f) ~ Steven@sresproductions.com



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WINERY APPLICATION

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Winery Name: _____ Website: _____

Contact Name: _____ Email: _____

Address: _____

City, State, Zip: _____

Phone: _____ Onsite Cell: _____ Fax: _____

Description of wines would like to bring: _____

Please select your participation (check all that apply):

- We would like to participate in Uncorked ~ will be **sending winery representatives** to pour (suggest 2)
- We cannot send reps, but we would like to send wine to have **SRES staff pour** & promote our wines
- For an additional **\$300**, we would like our **winery logo** to be featured on event website, posters, ads and postcards that will be distributed to local businesses to promote the event.
- We would like to receive the status letter & participant packet via **email** rather than post
- We would like free promotional **postcards** to be mailed to us. Quantity: _____
- Would like to be supplied with a **volunteer** to help our staff pour (1st come 1st serve)
- # of table Spaces @ \$200 _____ Total Amount included: _____

Check #: _____ Credit Card #: _____ Exp. Date: _____

APPLICATION PROCESS: You will be notified of your status within 1-7 business days of us receiving the completed application & payment. If accepted, we will send you an acceptance letter and a health permit application or donation form to fill out and return to us. You will receive the participant packet 20-30 days prior to the event that includes the set-up information. If you need the ABC permit before the event, please email us. Please note the permit is usually issued the week of the event.

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

Print Name _____ Signature _____ Date _____

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