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SRESproductions.com

2017 SRES Wine Tasting Events

There is NO FEE for your winery to participate!

All Festivals are produced by Steven Restivo Event Services, Inc. & presented by the various merchant associations &/or chambers of commerce. We allocate spaces based on when we accept you among several other factors. People who apply early will have the best chance of receiving their preferred location request.

We ask that you bring at least 2-4 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.

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 (if applicable)! For a low cost of \$200, we can promote your business by putting the Winery logo 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.

APPLICATION PROCESS: We accept wineries until the events are full. This is the application; it does not guarantee acceptance. You will be notified of your status within 7 days of us receiving the completed application. Once accepted, you will receive an acceptance letter, and then the week prior to the event you will receive your participant packet with all your set up information. The ABC permit for each event will be given to you upon check in. If you need the ABC permit before the event, please send us an email request. Please note that we are usually issued the permit the week of the event.

INSURANCE REQUIREMENTS: All wineries participating in these events must have \$1,000,000 of liability insurance per event. Upon acceptance to a Festival, you will be forwarded additional information regarding insurance requirements for the specific event. You will be required to name Steven Restivo Event Services, INC., as additional insured. We must receive your certificate of insurance prior to each event.

ICE: We can provide you with ice for a fee of \$15/show. We cannot guarantee its time of arrival at each event, thus it is easier for your pouring staff to pick up ice on their way to the event. If your pouring staff is unable to pick up ice before the show, please email us and let us know that you would like us to provide you with ice for the \$15 fee.

OVERVIEW OF HOW THE EVENTS WORK: There is a detailed description of each individual event on p.2.

At the **Wine Walks**, attendees will purchase a tasting pass & be given a wine glass & a program with a map of all participating merchants. Attendees can stroll the street, visiting as many locations as they choose. Participating Merchants are a Wine tasting Station, where your Winery will pour & promote your wines. Merchants will also offer hors d'oeuvres to help entice the attendees to stop in for a sample.

BE EXPOSED TO 100,000 ATTENDEES AT OUR LARGER FESTIVALS AND DONATE YOUR WINE: New this year, we have expanded your level of exposure and we are inviting you to **donate wine** to our larger festivals that have between 15,000-100,000 attendees. These events include: The Union Street Festival, North Beach Festival, Fillmore Jazz Festival, and Bay Area Blues Festival. By donating wine, your winery will receive logo inclusion on thousands of posters, postcards, ads, and more. Your logo will be on the event websites, where we received over a half a million hits last year. You will also receive Facebook announcements to thousands of fans and be included as a major sponsor on our press releases. SRES staff will be selling your wine in our beverage booths. Your winery will be able to place sponsor banners in our beverage booths. Please contact us if this is something you are interested in.

To participate, please fill out the attached application and mail, fax or email to:

Steven Restivo Event Services, Inc., P.O. Box 151017, San Rafael, CA 94915
Ph: 415-456-6455~Fax 415-456-6436 ~ www.SRESproductions.com ~ Steven@SRESproductions.com

DETAILS ABOUT EACH EVENT:

There is **NO FEE** for your winery to participate!

We ask that you bring 3-5 cases per event.



1st Annual Polk Street Spring Wine Walk, Thursday, April 13, 2017: Polk Street wants to bring the Spring to their street! The event is held on Polk Street from Sutter to Filbert Streets in San Francisco. The Tasting for ticket holders will occur within the Merchant stores from 4:00pm to 8:00pm. The merchant will provide you with a table; we will provide you with a swill bucket and water.



1st Annual PIER 39 Spring Wine Pour, Friday, May 19, 2017: Grab your friends and head to The PIER for an evening of wine, music and fun at the PIER 39 Spring Wine Pour on Friday May 19th! The Tasting for ticket holders will occur within the Merchant stores from 4:00pm to 8:00pm. The merchant will provide you with a small table; we will provide you with a swill bucket and water.



2nd Annual Polk Street Summer Wine Walk, Thursday, August 10, 2017: The Wine Walk will be held on San Francisco's Polk Street, from Post to Union Streets in San Francisco. The Tasting for ticket holders will occur within the Merchant stores from 4:00pm to 8:00pm. The merchant will provide you with a table; we will provide you with a swill bucket and water.



1st Annual Valencia Street Wine Walk, Thursday, September 28, 2017: The Valencia Corridor Merchants Association & SRES are excited to have its first wine walk on Valencia Street in San Francisco! The Tasting will occur within the Merchant stores from 4:00pm to 8:00pm. The merchant will provide you with a table; we will provide you with a swill bucket & water.



7th Annual Union Street Wine Walk, Thursday, October 5, 2017: 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 event is on Union between Gough & Steiner. The Tasting for ticket holders will occur within the Merchant stores from 4:00pm to 8:00pm. The merchant will provide you with a table; we will provide you with a swill bucket and water.



1st Annual PIER 39 Winter Wine Pour, Friday, December 1, 2017: Grab your friends and head to The PIER for an evening of wine, music and fun at the PIER 39 Winter Wine Pour on Friday 12/1! The Tasting for ticket holders will occur within the Merchant stores from 4:00pm to 8:00pm. The merchant will provide you with a small table; we will provide you with a swill bucket and water.



1st Annual Fillmore Holiday Wine Walk, Friday, December 8, 2017: The Fillmore Holiday Wine Walk will be held on San Francisco's Fillmore Street St from Jackson to Eddy. The Tasting for ticket holders will occur within the Merchant stores from 4:00pm to 8:00pm. The merchant will provide you with a table; we will provide you with a swill bucket and water.



2nd Annual North Beach Holiday Wine Walk, Thursday, December 14, 2017: North Beach is one of San Francisco's most lively neighborhoods. The event is on Grant, Columbus, Green & Vallejo Streets. The Tasting for ticket holders will occur within the Merchant stores from 4:00pm to 8:00pm. The merchant will provide you with a table; we will provide you with a swill bucket & water.

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2017 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 for your winery to participate!

- Polk Street Spring Wine Walk**, Polk Street, San Francisco
April 13, 4pm to 8pm, Thursday ~ location request _____
- PIER 39 Spring Wine Pour, PIER 39**, San Francisco
May 19, 4pm to 8pm, Friday ~ location request _____
- Polk Street Summer Wine Walk**, Polk Street, San Francisco
August 10, 4pm to 8pm, Thursday ~ location request _____
- Union Street Harvest Wine Walk**, Union Street, San Francisco
October 5, 4pm to 8pm, Thursday ~ location request _____
- Valencia Street Wine Walk**, Valencia Street, San Francisco
September 28, 4pm to 8pm, Thursday ~ location request _____
- PIER 39 Winter Wine Pour, PIER 39**, San Francisco
December 1, 4pm to 8pm, Friday ~ location request _____
- Fillmore HOLIDAY Wine Walk**, Fillmore Street, San Francisco
December 8, 4pm to 8pm, Friday ~ location request _____
- North Beach Holiday Wine Walk**, North Beach, San Francisco
December 14, 4pm to 8pm, Thursday ~ location request _____

Circle the wines you will be sampling: White – Red – Rose – Sparking – Beer – Other: _____

Additional Info (check all that apply)

- We would like to receive the status letter & participant packet via **email** rather than post
- We would like our **winery logo** on the Event Posters & Postcards = **\$200/per event**
Chk #: _____ Credit Card #: _____ Exp Date: _____
- We would like free promotional **postcards** to be mailed to us (if applicable) # _____
- We are unable to send a representative to pour & would like to give SRES wine to pour

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. 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 2017 events.

Print Name

Signature

Date

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