



# 7th Annual Union Street Wine Walk

## MERCHANT INFORMATION & APPLICATION

THURSDAY, OCTOBER 5, 2017 ~ Tasting event: 4:00 pm to 8:00 pm



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### **WE BRING THE CUSTOMERS TO YOU! ~ DEADLINE TO SIGN UP: September 20, 2017**

The Union Street Association and Steven Restivo Event Services would like to invite you to participate in the 7th Annual Union Street Wine Walk, on Thursday, October 5, 2017. The Tasting event will occur from 4:00pm to 8:00pm. Tasting tickets for attendees will be \$20 advanced online and \$25 at the door.

We are organizing this event to promote the local restaurants, retailers and businesses on Union Street. The objective of this event is to invite wine enthusiasts to Union Street for an evening of wine tasting. The event will take place on Union Street from Gough to Steiner Streets. **Union Street will not be closed at any time.**

**HOW DOES THE EVENT WORK?** All merchants who sign up will be placed on a map. **There is a small fee to participate. If you are a member of the Association, there is a discount.** Attendees will check in at the ticket table and given a program with the map of all participating businesses, a wine glass, and a wristband showing that they have been ID'd. Attendees stroll the street, visiting the merchants on the map and sample wine inside the businesses. No alcohol can be consumed on the street. Retail/service merchants will sample wine that we provide. Bar/Restaurants will sample their own wine (wine distributors may choose to promote specific wines) to entice potential customers to come back.

**WE ARE A RESTAURANT/BAR - What do we get for the \$40 member/\$60 non-member fee?** If you have a type 20 or 21 ABC permit, you cannot participate. You must invite your own winery/wine rep to pour, we do not provide that for you. We will include their logos on the website and program. We will provide you with the following: special event ABC (alcohol) permit which costs us \$25/location, inclusion on the event program/map, advertising, signage for day of, balloons swill buckets,, staff to drop off and pick up equipment & 2 complimentary tasting tickets (valued at \$50). Before the event, we will need you to fill out a surrender permit just for the location where the event wine will be served- this document will allow you to have 2 ABC permits at once.

**WE ARE A RETAIL/SERVICE BUSINESSES- What do we get for the member/non-member fee?** We supply you with the following: a case of wine for the evening to pour yourselves (\$70/\$90) or wine and staff to pour (\$170/\$190), the special event ABC (alcohol) permit which costs us \$25/location, inclusion on the event program/map, advertising, signage for day of, balloons, swill bucket, wine opener, staff to drop off and pick up equipment, & 2 complimentary tasting tickets (valued at \$50). **If you do not have an existing health permit, the SF health department requires that you can only serve shelf-stable foods.** If you have a winery that you would like to pour in your store, you can **contact them directly** and we will include their logo on the website and program and your participation fee will be \$70 for members, \$90 for non-members.

**HOW ELSE CAN MY BUSINESS BENEFIT?** Get more exposure by doing one of the follow **sponsorships**: Get your business **name/logo** placed on the event poster/postcards/ads/website/program; get your business name/logo printed on over 500 **wine glasses**, first come first serve and we also provide you with 10 complimentary tickets, and logo inclusion on the website/posters/postcards/program; place a banner up at the **Ticket Booth** for all to see; have us put your **business cards** or coupons in each wine glass for all of the ticket holders! You can also do a raffle (no additional cost if you sign up for event) in your location. Your raffle can work in many ways; 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 is to help build your customer email/contact list. The raffle is not a requirement, just a suggestion to help build your customer list. **The raffle prize/s need to be provided by you.**

Once we receive your application and fee, we will **email** you a status letter. We will send you a participant packet with relevant set-up information the week prior to the event. Get your neighbors involved!

**To participate, please fill out the attached application and mail fee to:**

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

Ph: 415-456-6455 Fx: 415-456-6436 ~ [www.SRESproductions.com](http://www.SRESproductions.com) ~ [Steven@SRESproductions.com](mailto:Steven@SRESproductions.com)



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## MERCHANT APPLICATION

THURSDAY, OCTOBER 5, 2017 ~ Tasting event: 4:00 pm to 8:00 pm

Business Name: \_\_\_\_\_ Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

We are a member of the Union Street Association

**Please select your participation:** (check all that apply)

**Restaurant/Bar with existing ABC permit\*** & will offer our **Own Wine Samples = \$40/\$60** (member/non-member) \*Cannot participate if have a type 20 or 21 abc permit - We will give you an abc document to fill out and return to us where sampling will take place

**Retail/Service Business (please select one):**

- We want **OUR STAFF** to pour the wine provided = **\$70/\$90** (member/non-member)
- We want **SRES/WINERY STAFF** to pour the wine = **\$170/\$190** (member/non-member)
- We have contacted our **OWN WINERY** to participate and pour in our store = **\$70/\$90** (member/non-member)- *They will need to email us their winery logo for the website and program-* Name of Winery: \_\_\_\_\_

We will be offering **SNACKS**- the SF Health Department requires that if you do not have an existing health permit it can only be shelf-stable food (crackers, cookies, breadsticks, etc)- nothing that can spoil (no cheese, meats, etc): **List what serving** \_\_\_\_\_

We will be giving a **Raffle, Special Discount or In-Store Sale** to be featured in the program:(optional)

- \_\_\_\_\_  
example: raffle for \$50 gift certificate plus 10% off any purchase

**Other Benefits for your Business:** (check all that apply)

We would like to **Sponsor the event wine glasses** & have our company logo on all glasses = \$1,000

- 1<sup>st</sup> merchant to apply for this will get their logo on the glasses, don't miss out!

We would like our **Business' Cards or coupons placed in each wine glass** (need to provide own cards/coupons) = \$350

We would like our **Business Logo placed in ads, poster, postcards & on event website** = \$200

We would like our **Business' Banner placed at the Ticket Booth** = \$250

TOTAL AMOUNT: \_\_\_\_\_

Check# OR Credit Card #(4% cc proc. fee added) \_\_\_\_\_ Exp Date \_\_\_\_\_

Print Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

**DEADLINE TO PARTICIPATE: September 20, 2017**

**To participate, please fill out this application and fax it or mail with payment 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](http://www.SRESproductions.com) ~ [Steven@SRESproductions.com](mailto:Steven@SRESproductions.com)