



## **20<sup>th</sup> Annual Pleasant Hill Art, Wine & Music Festival**

### **May 18 & 19, 2024**

### **Premium Wine Sponsorship**

Would you like an opportunity to promote your wine, wine club or events venue at a local festival that is small enough for you to stand out, but big enough to give you visibility to over 15,000 attendees?

The Pleasant Hill Chamber of Commerce is hosting its Annual Pleasant Hill Art, Wine & Music Festival on the third weekend in May. This event showcases fine wines, beers, 70+ arts & craft vendors, great food, kid's events, and live music – including a free Saturday evening concert with a well-known and popular local band.

We are currently seeking wineries that are interested in donating premium wine to be poured in our “Premium Wine Pavilion” by your personnel and/or our local business sponsors. Participating wineries will be provided table space and an area behind the table where promotional backdrops/ displays, etc. can further enhance visibility. Participating wineries will also have their logo printed on the Premium Wine Pavilion sponsor banner\*.

You can choose whether or not you wish to have your winery personnel participate at the event or we will gladly come to your location to pick up the wine. Our request is a donation of 4 cases of 2 different varietals of your choice for the weekend, at cost or BOGO, of course, we welcome your ideas regarding a higher level of participation!

Thank you for your consideration.

Sincerely,

Jeremy Carlson, Director and Tracy Wiseman, Event Manager  
Pleasant Hill Chamber of Commerce. (925) 687-0700

Pleasant Hill Chamber of Commerce • 91 Gregory Lane, Suite 11 • Pleasant Hill, CA 94523 • (925) 687-0700



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### **Wine Sponsor Agreement**

We would like to be a Premium Wine Sponsor for the Pleasant Hill Art, Wine & Music Festival on May 18 & 19, 2024

#### **Benefits to your Winery:**

- Meet potential new customers by allowing them to enjoy and learn about your wine at the festival.
- Promote your wines and winery by displaying and distributing your promotional materials.
- Promote your local area as a destination for enjoying fine wines.
- Sign up new Wine Club members.
- Take wine orders (to be shipped as the ABC will not allow on-site sales)

#### **As a sponsor you will:**

- Provide varietals of wine of your choice to showcase for the weekend.
- Provide 3-4 complimentary cases of wine per varietal to be poured in the Premium Wine Pavilion or make available additional cases as needed at wholesale cost (50% or less of retail cost)
- Will / will not (circle one) have a company representative available throughout the weekend to educate volunteers about the characteristics of our wines.
- If desired, provide promotional materials to be displayed at the event.
- Provide a high-resolution logo for our promotional materials and marketing.
- Deliver wine to Pleasant Hill Festival site on Saturday morning 9 am, May 18, at a location to be determined or arrange for the wine to be picked up by Chamber personnel at your location.

**\* Please send us your high-resolution logo and brief write up about your winery for our marketing and promotions.**

# AGREEMENT

Agreed and Accepted on \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Name of Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ZIP \_\_\_\_\_

Office Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_

Name of Winery \_\_\_\_\_

**Wine Inventory:** Please list below the variety and quantity of wines you will be providing for the Pleasant Hill Art, Wine & Music Festival

NAME AND TYPE OF WINE	Quantity - cases	Wholesale cost

Representatives will be present to talk about your wines and pour

YES  NO

Will allow Event Sponsors to help you with the pour

YES  NO

Will deliver wine to festival site (coordinate location of drop off with Chamber)

YES  NO

Will need wine donation to be picked up

YES  NO

Location same as mailing address? \_\_\_\_\_

Thank you, Pleasant Hill Chamber of Commerce