



OLD TOWN CLOVIS *Wine Walk*

Winery Exhibitor Packet & Registration Form: **Early Bird**
May 3, 2014 in the Heart of Old Town Clovis

Thank you for your interest in participating in the Old Town Clovis Wine Walk, one of our most popular signature events. Below is the Early-Bird Registration Form. Please fill out completely and return to **Alyssa Shivers** via email alyssa@daveshivers.net or fax **559-297-1963**.

Benefits

- There is NO FEE for your winery to participate!
- Decorated space inside of an established Old Town Clovis Merchant's business for pouring your wines.
- Merchants will have a one day ABC license for this event.
- Wine Shop; where your wines can be sold for a profit while you participate in the event.
- Exposing your wine to 1200 to 1400 Old Town Clovis tasters! This has been our average attendance biannually for the past 4 years.
- Many of our Old Town and Central Valley residents spend their vacations and holidays traveling to their favorite wineries.
- Wine club memberships have increased for participating wineries.
- Early – bird registrants will receive extra social media advertising for the event.
- Printed signage for your event space and on the event maps.
- Ice and ice chest for those of you who need it.
- For the low cost of **\$200**, we will put your Winery Logo on [event posters, social media outlets and website](#) for target market advertising. Must have your registration and payment for this by **Friday, March 28th**.
- For the low cost of **\$100**, we will put your Winery Logo on [social media outlets and website](#) for target market advertising. Must have your registration and payment for this by **Friday, March 28th**.

We ask that you bring sufficient amount of wine to serve ½ oz to 1oz tastings to the participants throughout the entire event, 5:00 PM to 8:30 PM. Our experience shows this is 3 to 4 cases minimum. Most wineries go through much more than this and see a successful return for that investment. It is critical for the success and reputation of the event and the winery that sufficient wine is provided for tasting.

EVENT OVERVIEW:

Old Town Clovis Wine Walk, attendees purchase a tasting pass, are given a commemorative wine glass & a program with a map of all participating restaurants/merchants. Attendees stroll the streets, 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. People with a wine glass and a wristband can be served a ½ ounce to 1 ounce taste. The merchant will provide you with a swill bucket and water, as well as ample space to discuss the virtues of your wines with the event goers. We also offer participants free food sampling provided by regional restaurants and chefs, as well as live music all within a beautifully decorated street closure. This area will also house the **Wine Shop, Photo Booth and Voting Station**. Participants will vote for their favorite wine and 1st, 2nd and 3rd Place People's Choice Awards will be given.



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Estimated attendance: 1200

- ✓ Wine tasting will occur within the shops/businesses of each Participating Merchant, each of whom will possess a One Day ABC Liquor License. Attendees will walk to each Participating Merchant on the streets of Old Town. The ABC License requires that all wine be consumed inside the shops, no wine is allowed on the streets or sidewalks.
- ✓ Winery agrees to provide wine (**at least 3-4 cases**) and a winery representative(s) to pour for event ticket holders and to discuss the virtues of the wines (unless other arrangements have been made below for alternate pouring arrangements).
- ✓ If you plan to sell wine in the Old Town Wine Shop please arrive no later than 3:30 pm at the Wine Shop (which will be located on Pollasky near 5th Street) to deliver your wine. Winery representative(s) should arrive at merchant location no later than 4:30 pm to allow set up time and to be ready to pour, starting at 5:00 pm.
- ✓ We will contact you two weeks prior to the event with the name, location and contact for the Old Town Merchant with whom you will be paired and final event details.

The below named Winery hereby agrees to participate in the Spring 2014 Old Town Clovis Wine Walk tasting event on **May 3th 2014 and will provide **at least 3- 4 cases of wine** and a winery representative(s) to pour for ticket holders and discuss the virtues of the wine(s). Further details will be provided upon receipt of your signed commitment.**

Winery Name: _____ Contact Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Bus Phone: _____ Cell Phone: _____ Email: _____

Will you need ice? _____ Will you need a cooler? _____ Will you be selling in the Wine Shop? **Yes** **No**

****Would you like your logo on the program & put on the website for \$200 (need to be returned by March 28th)?**

Yes (Pay by Check or Credit Card)

No

****Would you like your logo & name promoted on our social media outlets & website for \$100 (need to be returned by March 28th)?**

****Would you like posters & flyers sent to you? **Yes** **No****

****Unable to send representative, would like a pourer provided by the Business Organization. _____**

The above named Winery hereby agrees to participate in the Old Town Clovis Wine Shop on May 3rd 2014 and will provide wine for sale. Winery agrees to pay 20% commission, which can be added to bottle/case prices.

Wine Name: _____ Price : _____

Wine Name: _____ Price : _____

Wine Name: _____ Price : _____

Wine Name: _____ Price : _____

This event is sponsored by the Business Organization of Old Town
Your Winery Coordinator is Alyssa Shivers- 559-593-1195 Fax form to 559-297-1963 or email Alyssa@daveshivers.net