



THE OLD TOWN CLOVIS WINE WALK SATURDAY, OCTOBER 7, 2017

Grow your wine club · Promote your venue · Sell Wine

PAST PARTICIPATING WINERIES INCLUDE:

Paso Robles/Central Coast

Peachy Canyon · Opolo · Derby
Lone Madrone · Stanger · First Crush
Tolosa · Grizzly Republic
Robert Hall · Chateau Lettau
Cass · Pear Valley
Burbank Ranch · Broken Earth
Clayhouse · Oso Libre
Vina Robles · Rotta · Morovino
Summerwood
Tablas Creek · Wild Horse
Gary Kramer Guitar Cellars
Villa San Juliette

Central Valley

Casto Oaks · Quady · Silver Creek
San Joaquin · Simonian Farms
Fresno State · Ficklin · Birdstone
Twin Poms · CRU · Agajanian
3 Oaks Vineyards · SumnerPeck
Toca Madera · Ramos Torres
Kings River · Engleman · San Joaquin
Cardella · Farmers Fury

Others

Ordaz · Twisted Roots
Napa Valley Distillery · Giesen
Foppiano · Van Ruiten Family
Lange Twins · Red Haus

WINERY PACKET & COMMITMENT

Thank you for your interest in participating in the Old Town Clovis Wine Walk, one of our most popular signature events. Below is the Registration Form. Please fill out the form completely and return it to **Carole Lester** via email carole@oldtownclovis.org or fax **559.298.3760**.

Benefits

- There is NO FEE for your winery to participate!
- A pouring station will be provided 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.
- All registrants will receive social media promotion for the event.
- Printed signage for your event space and on the event maps.
- Ice and cooler as needed.
- Exposing your wine to 1,200 Old Town Clovis tasters! This has been our average attendance biannually for the past 7 years.
- Wine club memberships have increased for participating wineries.
- Old Town and Central Valley residents spend their vacations and holidays traveling to their favorite wineries.

We ask that you bring sufficient amount of wine to serve ½ oz - 1 oz 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. We recommend 2-3 varietals; more than that slows the lines down and requires more wine.

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 awarded.

WINERY EXHIBITOR PACKET & REGISTRATION FORM

October 7, 2017 in the Heart of Old Town Clovis

Estimated attendance: 1,200

- ✓ 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.
- ✓ Event Benefactor is the local Chapter of Pink Heals/Guardian of the Ribbon, one of only 3 Chapters in California.

The below named Winery hereby agrees to participate in the Fall 2017 Old Town Clovis Wine Walk tasting event on **October 7, 2017 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**

The above named Winery hereby agrees to participate in the Old Town Clovis Wine Shop on October 7th 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 Carole Lester 559.392.6096
Fax form to 559.298.3760 or email carole@oldtownclovis.org