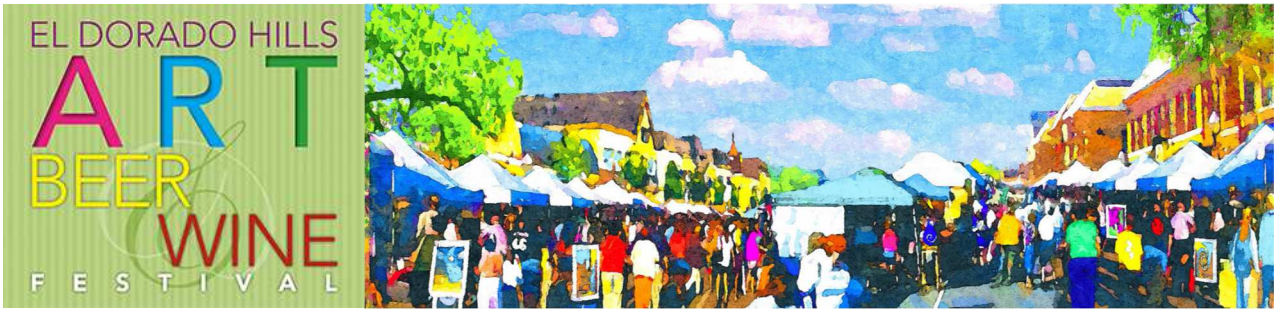

Invitation to Wineries for the 2017 Art Beer & Wine Festival *STIPEND offered!

The 14th annual Art, Beer & Wine Festival will be held Mother's Day Weekend – May 13th and 14th in the El Dorado Hills Town Center.

The event is presented by the El Dorado Hills Chamber of Commerce.

As in past years, there will be fabulous fine art that will be displayed throughout the Town Center's main street, live entertainment and more. New this year, we will bring in food trucks and craft beer tasting along with our wine tasting to enhance the event and provide more options to our guests.

We invite you to show off your wines and pour at this exciting, long-standing, popular event!

Date & Hours: 11am – 5 pm (event hours); noon – 4:30pm (pouring hours); Mother's Day Weekend – May 7th and 8th

Winery Selections: To sign-up, please fill out the attached Winery Participation Form and return by Friday, February 24, 2017. This will ensure you're listed on the site when we put pre-sale tasting kits on sale to the public March 1, 2017. We want you to get as much advertising as possible!

Materials and Requirements: <u>We will provide:</u> A pop-up tent, table, two chairs, ice, water pitchers, dump buckets, water for rinsing and up to two complimentary tasting glasses. <u>Wineries are responsible for</u>: tablecloth and any other promotional and/or decorating items such as banners (no larger than 10 feet in length) and small giveaway items. Be sure to bring ice chest/coolers to chill your white wines or keep your reds cool as the weather this time of year can be unpredictable. We will have "Booth Sitters" and a Hospitality Room for all wineries, artists, brewers, and performers with snacks and refreshments.

Setup: Wineries may start set-up as early as 10am, but no later than 11am, and must be setup by 11:30am. Please be able to begin pouring by noon. Wineries will be given booth location and in/out procedures prior to the event — please be sure to share this information with your staff and volunteers.

Stipend: We are pleased to announce we will offer a stipend of **$50** per day to help offset your costs.

Volunteers: We understand this is Mother's Day Weekend and you might not be able to have your staff come out to pour. We are happy to recruit volunteers to pour your wine. All we ask is that you provide us with a "cheat sheet" for volunteers to read while talking to event attendees.

Thank you for reviewing our invitation – we look forward to promoting your wine!

Art, Beer & Wine Festival 2017 Winery Participation Form

By participating in the 2017 Event — your winery will be included in the following marketing tactics:

- ☐ Listed on the event website with a link to your site.
- ☐ Listed in the event program.
- ☐ Mentioned in press and all social media tactics.

Winery Name _____

Address _____

Contact Name _____

Contact Phone _____

Contact Email _____

Specific which day(s) ☐ **Saturday only** ☐ **Sunday Only** ☐ **Both Days**

Complete and submit this form by Friday, February 24, 2017 (or sooner!!):

Scan and email to laura@eldoradohillschamber.org

Fax to (916) 933-5908

☐ Contact Laura Newell at 916.933.1335 ext 2#

Thank you in advance for you participation!