

THANK YOU FOR YOUR SUPPORT



Walnut Creek Chamber of Commerce
& Visitors Bureau

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ArtWineFestivalWC.com

WALNUT CREEK
CHAMBER OF COMMERCE
& VISITORS BUREAU
PRESENTS

ART & WINE FESTIVAL

THE 39TH ANNUAL

Saturday, June 4 11 am - 7pm
Sunday, June 5 11 am - 6pm

Heather Farm Park, Walnut Creek



**"EAST BAY'S
BEST OUTDOOR EVENT"
- AS VOTED BY
CONTRA COSTA
NEWSPAPERS**

BRINGING BACK FUN IN THE SUMMER OF 2022!

After a two-year absence due to Covid, the **Walnut Creek Art & Wine Festival** returns Saturday, June 4, and Sunday, June 5, 2022. The beautiful Heather Farm Park Walnut Creek location has attracted a broad and loyal audience for 38 years and is an ideal opportunity for you to reach many specific target audiences. Fun for the entire family, the festival offers two days of exposure to 60,000+ attendees from all over the Bay Area as they fill the park to enjoy art and commercial vendor booths, a wide range of wines, a craft beer garden, continuous music, food, children's activities, and special attractions.

We invite you to join the many businesses that have benefited from sponsoring the **Walnut Creek Art & Wine Festival** as we gather again to kick off the summer of 2022 and bring back FUN! We appreciate your involvement and support.

2022 GENERAL ART & WINE SPONSORSHIP OPPORTUNITIES

Presenting Sponsor - \$25,000

- Company-provided banner prominently displayed during festival weekend
- Company name &/or logo on event promotional materials: Radio, magazine, theater, press releases, posters, flyers
- Company mentions on social media campaigns
- Company name, logo, and link on the Chamber website
- Opportunity to provide a personality for on-stage announcement
- Opportunity to include company provided promotional coupon in event glasses
- 24 wine or beer glasses, 48 tasting tickets
- Booth presentation - 20 x 20 booth space
- Customized benefits per mutual agreement

Primary Sponsor - \$10,000

- Company logo displayed on festival banner
- Company logo on pre-event promotional materials
- Company mentions on social media campaigns
- Company name, logo, and link on the Chamber Website
- Sponsor recognition from entertainment stage throughout the festival
- 18 festival wine or beer glasses, 36 tasting tickets
- Opportunity to include company provided promotional coupon in event glasses
- Booth presentation - 10 x 20 booth space
- Customized benefits per mutual agreement

Contributing Sponsor - \$5,000

- Company logo displayed on festival banner
- Company logo on pre-event promotional materials
- Company mentions on social media campaigns
- Company name, logo, and link on the Chamber website
- Sponsor recognition from entertainment stage throughout the festival
- 12 festival wine or beer glasses, 24 tasting tickets
- Booth presentation - 10 x 10 booth space

2022 COMPONENT ART & WINE SPONSORSHIP OPPORTUNITIES

All Component Art & Wine Sponsorships Include:

- Company logo on pre-event promotional materials
- Company name, logo, and link on the Chamber website
- Company mentions on social media campaigns
- Sponsor recognition from entertainment stage throughout the festival

\$7,000

Exclusive Wine Glass Exclusive Beer Glass

Exclusive Wine and Beer Glass - \$10,000

- Company logo printed on 7,000 official festival wine/beer glasses
- Company logo prominently displayed on festival banner
- Company staffed and branded beverage pouring booth** (Optional)
- 24 festival wine or beer glasses

\$3,000

Kids Zone Sponsorship

- Company-provided banner displayed in corresponding event location
- 12 festival wine or beer glasses

\$5,000

Exclusive sponsorship of one of the following: Premium Wine & Spirits Pavilion Festival Stage Craft Brew Garden Designated Driver*

- Company-provided banner displayed in corresponding event location
- 12 festival wine or beer glasses
- * All above benefits and vehicle displayed in the designated driver area

\$1,500

Multiple sponsorships available for this opportunity Shuttle Bus

- Company-provided banner displayed at bus stop
- 6 festival wine or beer glasses
- Sponsor distribution of promotional materials/samples at shuttle location

**For wine or beer booth sponsorship, please request the separate brochure.

**WINNER OF
WALNUT CREEK MAGAZINE'S
Best Community Event
2016, 2017, 2018, 2019**

