

2023



40th ANNUAL Art & Wine FESTIVAL

PRESENTED BY
WALNUT CREEK
CHAMBER OF
COMMERCE &
VISITORS BUREAU
— AND —
VISIT WALNUT CREEK

JUNE 3 & 4
HEATHER FARM PARK



ARTWINEFESTIVALWC.COM

40 YEARS

Kicking off Summer

The Walnut Creek Chamber of Commerce & Visitors Bureau will celebrate its milestone 40th anniversary Walnut Creek Art & Wine Festival on June 3rd and 4th at the beautiful Heather Farm Park, Walnut Creek. The festival has attracted a broad and loyal audience from the Bay Area for this annual start of the summer season.

The festival offers a two-day opportunity to reach many targeted audiences with its 40,000+ attendees to enjoy art and vendor booths, a wide range of wines, a craft beer garden, live music, food, children's activities, and more.

We invite you to join the many businesses that have benefited from sponsoring the Walnut Creek Art & Wine Festival as we continue the tradition that has voted us Best Community Event and East Bay's Best Outdoor Event.

**WALNUT CREEK MAGAZINE'S
BEST COMMUNITY EVENT**
2016 / 2017 / 2018 / 2019

**CONTRA COSTA NEWSPAPER'S
EAST BAY'S BEST OUTDOOR EVENT**

GENERAL { SPONSORSHIP OPPORTUNITIES

Presenting Sponsor | \$50,000

- Company-provided banner displayed prominently
- Company name and/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 coupon in event glasses
- 24 wine or beer glasses and 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
- 18 festival wine or beer glasses and 36 tasting tickets
- Opportunity to include company provided 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
- 12 festival wine or beer glasses and 24 tasting tickets
- Booth presentation: 10 x 10 booth space

COMPONENT { SPONSORSHIP OPPORTUNITIES

All Component 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

Exclusive A | \$ 10,000

- Exclusive wine and beer glass
- Company logo on 7,000 official festival wine/beer glasses
- Company logo prominently displayed on festival banner
- Company staff 7nmnbhgffezxzasw2sawdw23saaaaadeft5d and branded beverage pouring booth** (Optional)
- 24 festival wine or beer glasses

Exclusive B | \$ 7,000

- Exclusive wine glass or beer glass
- Company logo 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

*All benefits and vehicle displayed in the designated driver area.

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



THANK YOU FOR YOUR SUPPORT

Designated Driver | \$ 6,000

- Vehicle and company-provided banner displayed in event location

Craft Beer Garden | \$ 6,000

- Company-provided banner displayed in event location
- 12 festival wine or beer glasses
- Customized benefits per mutual agreement

TAKEN

Festival Stage | \$ 5,000

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

Kids Zone | \$3,000

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

Shuttle Bus | \$1,500

- Multiple sponsorships available for this opportunity
- Company-provided banner displayed at bus stop
- 6 festival wine or beer glasses
- Sponsor distribution of promotional materials/samples at shuttle location





WALNUT CREEK CHAMBER OF
COMMERCE & VISITORS BUREAU

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