



March 1, 2015

Dear Downtown Sunnyvale Business,

The Sunnyvale Downtown Association presents... The Magic of Sunnyvale & Wine Stroll in downtown Sunnyvale on Saturday, May 09, 2015 from 2:30pm-5:30pm!!!

This event is our opportunity to showcase in a unique way our diverse retailers and restaurants located in downtown Sunnyvale. Our goal is to feature 15 - 20 different wineries showcasing their product inside participating downtown Sunnyvale businesses. We will limit the "stroll" attendance to 600 people. The attendee will stroll from business to business tasting the varieties of wines from the various wineries. The second event that coincides with the wine stroll is the Magic of Sunnyvale which features over a dozen magicians performing on stage and walking throughout downtown Sunnyvale.

We are in the process of contacting and confirming wineries for this event and would like to ask that you participate by becoming a host location to one of the wineries.

The following is the established criteria to participate in the Downtown Wine Stroll:

- You must be a member in good standing of the SDA.
- We encourage you to provide a light appetizer for attendees (if you are a restaurant 1 to 3 of your favorite appetizers or main dishes).
- Provide ample room and 1 table and chair for the winery to set up inside your establishment.
- There is a \$350 host location fee for this event (total value is over \$600) which includes:
  - A. Four (4) cases of wine (\$320 value) that SDA will provide for your stroller to enjoy inside of your establishment. (enough for 1,000 sample servings)
  - B. Ten (10) complimentary tickets (\$250 value) to sell or giveaway.
  - C. An ABC Permit to allow sample pours of alcohol inside your establishment.
  - D. Advertisement costs of all print media including that your business will have tickets available for sale (if you plan on selling them).

If you choose to become a host (along with the other hosts) we will advertise that your place of business has advance tickets for the event. Reservation deadline to be a location host is April 4th or the first 15 businesses that turn in their host fee, whichever comes first. If you have any questions please do not hesitate to contact the Sunnyvale Downtown Association office or go to [SunnyvaleDowntown.com](http://SunnyvaleDowntown.com)

Help us make this event a success by participating as a host. We look forward to hearing from you!

In Community Spirit,

Joel Wyrick

P.O. Box 70785 \* Sunnyvale, CA 94086 \* phone 408.516.7217 \* fax 408.288.8896



BID MEMBER  
MAGIC OF SUNNYVALE WINE STROLL PARTICIPANT  
"IN A NUTSHELL"

SATURDAY MAY 9, 2015  
2:30pm – 5:30pm

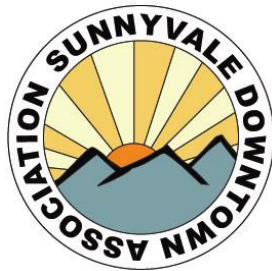
YOU GET:

1. A local winery to set up inside your business and provide 1000 sample servings for your visitors during "The Magic of Sunnyvale & Wine Stroll". (\$350 value)
2. Ten (10) complimentary tickets to sell or giveaway. (\$250 value)
3. Your Business name on all print media including that your business will have "stroll" tickets available for purchase (only if you would like to provide this service). (\$150 value)
4. Your name highlighted in our "2015 Shop Sunnyvale Visitor's Guide/Map". (\$50 value)
5. You may stuff The "Magic of Sunnyvale Wine & Food Stroll" tote bag with any of your business marketing materials. (600 tote bags will be given away at the event /\$200 value)

**Total Value \$1,000**

YOU PAY/PROVIDE

1. **Only \$350.** Make check payable to: SDA.
2. Provide ample room and 1 table and chair for the winery to set up inside your establishment.
3. OPTIONAL: We encourage you to provide some appetizers for attendees (If you are a restaurant 1 to 3 of your favorite appetizers or main dishes).



**MAGIC OF SUNNYVALE - MAY 09, 2015 (2:30pm-5:30pm)**

It is a pleasure to welcome (“Host Location/Business”) as a participant for The Magic of Sunnyvale & Wine Stroll (“Event”) located in Downtown Sunnyvale and produced by the Sunnyvale Downtown Association (“Producer”).

This will serve as a letter of agreement. By signing this agreement you acknowledge that the following is an accurate presentation of the basic terms of our agreement, please sign where indicated below and return one (1) copy of the letter to Producer.

As a participating location host at the Event – participant will receive the following benefits:

**ON-SITE ENTITLEMENTS**

- SDA/Winery will provide up to 1000 1 (oz) servings of wine and staff inside your place of business.
- SDA will provide one day liquor license permit for your place of business.
- Attendees will receive a tote bag. All participants are entitled to provide promotion materials for the bag.
- Ten (10) complimentary tickets to sell or giveaway.

**OFF-SITE EXPOSURE**

- All Ads in the newspaper, posters and map will include your name of business.
- If you choose we will include your business as a place to purchase tickets: yes \_\_\_\_\_ or no \_\_\_\_\_.

**INTERNET**

- Winery name with link will be included on the Magic of Sunnyvale & Wine Stroll page of the Sunnyvale Downtown Association’s website.

Business must provide the following:

- A check in the amount of \$350.00 made out to: SDA.
- Provide ample room and 1 table and chair for the winery to set up inside your establishment.
- Attend mandatory pre-event meeting (date, time & location TBD)
- OPTIONAL We encourage you to provide some appetizers for attendees (If you are a restaurant 1 to 3 of your favorite appetizers or main dishes).

We are looking forward to another successful event in Downtown Sunnyvale. We are glad to have you on board!

ACCEPTED AND AGREED:

**Sunnyvale Downtown Association**

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Business Name**

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_