Spring Sip & Stroll – May 11, 2023
5:30 – 8:30 PM
Historic Downtown Danville &
The Danville Livery

danville area
CHAMBER OF COMMERCE

Partnership Opportunity

The Spring Sip & Stroll has been a signature event for the Danville Area Chamber of Commerce for the last 18 years. The average attendance over the years has been between 400 - 500 (weather-dependent). The demographic is largely working women, moms, young women, and couples who want a fun night on the Town in historic Danville.

Attendees register at the Veteran's Hall and receive a sample wine glass, tote bag, strolling map and wristband (ID confirmation). They enjoy an evening walk around Historic Downtown Danville and The Danville Livery, visiting participating stores located on the strolling map, provided by the Danville Area Chamber of Commerce.

A shuttle is provided to transport patrons between the historic downtown core and The Danville Livery to check-out other participating stores & wineries. We keep the streets lively by having entertainment along the route at both locations.

Expectations

- **The event runs 5:30 – 8:30 PM. Wineries** should be set up at their location by 5:30 PM.
- **Participating Wineries** have the chance to partner with a participating business owner in historic downtown Danville, the Danville Livery, or multiple locations. Sponsorships and partnerships are offered on a first come, first served basis.
- **Sponsorship opportunities** are available for **Wineries** who wish to have a more prominent presence in a specific location, dual locations, or more prominent marketing on our dedicated website page and on social media pages and printed materials.
- Regardless of sponsorship, **all wineries** will be acknowledged in all print, website, and social media marketing materials as well as on the strolling map and on our signature event page of the website.

- **Wineries** are encouraged to send a representative from the **Winery** to pour 1 to 2 oz samples, as you would at your tasting room. **Wineries** may pour only to attendees with wristbands who are registered for the event.
- We encourage **Wineries** to sell their brands on site and offer deals and promotions for the night or for future events. Wineries must have their own customer payment system.
- On average, a **Winery** usually pours approximately 1 case of white wine & 1 case of red wine at their location(s). They may showcase any varietals they wish on site and are encouraged to have tasting notes and other materials on hand.
- Depending on Merchant space, **Wineries** can set-up inside or outside a business and are encouraged to work with the business owner on the best set-up to benefit both the winery and the local business.
- The Chamber will help identify strong partnerships for each **Winery** with each business owner.
- The Chamber will provide ABC event license and ice (if needed).
- The business owner will provide space needed, a table & spit bucket.
- The business owner will provide "small bites" for attendees. Wineries are encouraged to work with business owners on bites that may compliment their wines and may bring their own small bites, if the business owner agrees.
- All safety protocols will be followed on site, in accordance with the Town of Danville.

Become a Partner

Sponsorships – Contact Judy Lloyd, President & CEO
925-837-4400 or ceo@danvilleareachamber.com

Event Logistics – Contact Naomi Mauricio, Events Director
925-837-4400 or events@danvilleareachamber.com