



Get Ready to Rock!
It's our Fall Rock & Stroll
Thursday, September 21, 2023 - 5:30 – 8:30 PM
Historic Downtown Danville & The Danville Livery

Danville's favorite wine stroll is back this fall!

For 18 years, wine strolls sponsored by the Danville Area Chamber of Commerce have drawn large crowds from near and far and become signature spring & fall events.



The Facts

- 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 Downtown Danville & The Danville Livery.
- Attendees register at the Veteran's Hall or at the Barnyard Epicurean at the Danville Livery.
- Guests receive a wine sampling glass, tote bag, strolling map and wristband (ID confirmation).
- Guest will enjoy an evening walk around Historic Downtown Danville & The Danville Livery, visiting participating stores located on the strolling map we provide.
- A shuttle is available to transport patrons between the historic downtown core and The Danville Livery to check-out other participating stores & wineries.
- We keep the streets lively and festive with entertainment along the route at both locations.

Expectations for Participating Wineries

- The event runs 5:30 – 8:30 PM. Wineries should be set up at their location by 5:30 PM.
- Participating Wineries partner with a participating business owner in historic downtown Danville, the Danville Livery, and in some cases, 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.
- All wineries will be acknowledged in all print, website, and social media marketing materials as well as on the strolling map and 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 space at the business you're partnering with, Wineries can set-up inside or outside and are encouraged to work with the business owner on the best set-up to benefit both the winery and the local business.

What the Chamber & Business Partners Will Do

- The Chamber will pair each Winery with a strong business partner and connect you with the business owner.
- The Chamber will provide the ABC event license.
- The business owner will provide needed space, ice (if needed), and 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.

How to Become a Partner

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

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