



September 12, 2024

Dear Business Owners,

We're excited to let you know about a *new* event that the Chamber is partnering with the Town of Danville on, which takes place in the heart of Downtown Danville.

OKTOBERFEST DANVILLE will be held on Sunday, October 20th, 2024. We are thrilled to offer an opportunity for businesses to participate in this new community event.

Oktoberfest Danville features a **Walking Beer & Wine Tour** from 12:00 – 3:00 PM throughout Downtown Danville, featuring local businesses. Like our [Spring Sip & Stroll](#), the Chamber will pair the first 15 businesses who sign up with a winery or brewery and feature restaurants who wish to offer Oktoberfest fare or small bites at their establishments.

In addition to the **Walking Beer & Wine Tour**, we will have a **Kid's Zone** and *free family fun* at 205 Railroad Avenue, next to the Museum of the San Ramon Valley, from 11:30 AM to 1:30 PM. At this location, we will also have a **Business Pop-Up** section designed for businesses who are not located in the Downtown core to be able to exhibit at the Oktoberfest. The Olympia Fields Band will also be playing at this location during this timeframe.

Tickets will be sold at a modest **\$45 ticket price** for those over 21 who wish to participate in the **Walking Beer & Wine Tour**. Attendees will receive a commemorative tasting glass, strolling map and tote bag. **This is also an opportunity to show some Fall Oktoberfest spirit!**

The Chamber would love to work with you as a Business Partner for this event. It's a great opportunity to capitalize as residents and friends from neighboring communities descend on our Downtown. The event will be featured in the [Chamber's upcoming Digital Magazine – Engage Local](#). **You must sign up prior to October 6th, when registration closes.**

We expect attendance to range between 500 – 750 attendees for this fun-filled community event designed to support local businesses and feature neighboring wineries and breweries.

Business Registration is available at this link. The fee for businesses is \$85 to participate and be included on our Event Map. Participating Chamber Members will receive two (2) wrist bands to invite customers to Oktoberfest.

Questions may be directed to Christina Dodd, Events Director, at 925-837-4400, ext. 1004 or events@danvilleareachamber.com.

We are looking forward to welcoming you to Downtown Danville and promoting your business!

Best wishes,



Judy B. Lloyd
President & CEO, Danville Area Chamber of Commerce