



Pleasant Hill Art, Wine & Music Festival

May 17 & 18, 2025

Premium Wine Sponsorship

Would you like an opportunity to promote your wine, wine club or events venue at a local festival that is small enough for you to stand out, but big enough to give you visibility to over 15,000 attendees?

The Pleasant Hill Chamber of Commerce is hosting its Annual Pleasant Hill Art, Wine & Music Festival on the third weekend in May. This event showcases fine wines, beers, 70+ arts & craft vendors, great food, kid's events, and live music – including a free Saturday evening concert with a well-known and popular local band.

We are currently seeking wineries that are interested in donating premium wine to be poured in our “Premium Wine Pavilion” by your personnel and/or our local business sponsors. Participating wineries will be provided table space and an area behind the table where promotional backdrops/ displays, etc. can further enhance visibility. Participating wineries will also have their logo printed on the Premium Wine Pavilion sponsor banner*.

You can choose whether or not you wish to have your winery personnel participate at the event or we will gladly come to your location to pick up the wine. Our request is a donation of 4 cases of 2 different varietals of your choice for the weekend, at cost or BOGO, of course, we welcome your ideas regarding a higher level of participation!

Thank you for your consideration.

Sincerely,
Jeremy Carlson, Executive Director and Sheila Cotruvo, Event Manager

Pleasant Hill Chamber of Commerce
2255 Contra Costa Blvd, Suite 307 • Pleasant Hill, CA 94523
(925) 687-0700



Annual Pleasant Hill Art, Wine & Music Festival May 17 & 18, 2025

Wine Sponsor Agreement

We would like to be a Premium Wine Sponsor for the Pleasant Hill Art, Wine & Music Festival on May 17 & 18, 2025

Benefits to your Winery:

- Meet potential new customers by allowing them to enjoy and learn about your wine at the festival.
- Promote your wines and winery by displaying and distributing your promotional materials.
- Promote your local area as a destination for enjoying fine wines.
- Sign up new Wine Club members.
- Take wine orders (to be shipped as ABC will not allow on-site sales)

As a sponsor you will:

- Provide varietals of wine of your choice to showcase for the weekend.
- Provide 3-4 complimentary cases of wine per varietal to be poured in the Premium Wine Pavilion or make available additional cases as needed at wholesale cost (50% or less of retail cost)
- Will / will not (circle one) have a company representative available throughout the weekend to educate volunteers about the characteristics of our wines.
- If desired, provide promotional materials to be displayed at the event.
- Provide a high-resolution logo for our promotional materials and marketing.
- Deliver wine to Pleasant Hill Festival site on Saturday morning 9 am, May 18, at a location to be determined or arrange for the wine to be picked up by Chamber personnel at your location.

*** Please send us your high-resolution logo and brief write up about your winery for our marketing and promotions.**

AGREEMENT

Agreed and Accepted on _____

Contact Person _____ Title _____

Name of Company _____

Address _____

City _____ ZIP _____

Office Phone _____ Cell Phone _____

Email _____

Signature _____

Name of Winery _____

Wine Inventory: Please list below the variety and quantity of wines you will be providing for the Pleasant Hill Art, Wine & Music Festival

NAME AND TYPE OF WINE	Quantity - cases	Wholesale cost

Representatives will be present to talk about your wines and pour **YES / NO**

Will allow Event Sponsors to help you with the pour **YES / NO**

Will deliver wine to festival site **YES / NO** (coordinate location of drop off with Chamber)

Will need wine donation to be picked up **YES / NO**

Location same as mailing address? _____

Thank you, Pleasant Hill Chamber of Commerce