

Pouring Partner
Promote your Company
at Celebrate the Season
“Sip, Shop, Stroll”
Saturday, December 3
3:00pm-6:00pm



Walnut Creek Downtown Association is pleased to invite you to be a Pouring Partner at our upcoming **CELEBRATE THE SEASON "SIP, SHOP, STROLL"**. This event presents a unique marketing opportunity with direct access to the Walnut Creek Corridor consumer.

This opportunity includes:

1. A write up in the WCD Newsletter (5,500 subscribers)
2. Listing as a pouring partner on all event collateral and highlighted on the event map
3. Direct Link to your Web page from the Celebrate the Season Website

CELEBRATE THE SEASON features a robust digital and print marketing campaign along with a social media campaign. This event offers the attendee a wide variety of experiences as they stroll through the many participating businesses in the downtown area. Along with the tasting opportunities, downtown will be alive with choirs, live acoustic music, Photobooth, ornament making, exclusive shopping deals and more. Participation is limited to 30 pouring partners and the sign-up deadline is **November 22, 2022**.

Event Analytics 2019			
Instagram & Facebook	45,326	Instagram & Facebook Reactions	4,350
Reach Eventbrite Page Views	6,325	WCD Website Views	44,236

Your company agrees to provide a tasting representative, and enough product to provide a minimum of 500 1 oz pours. Walnut Creek Downtown Association will pair you with a retailer from our downtown or a booth at one of the check-in locations.

Please contact Donna Labriola or Kelsey Wendt from Walnut Creek Downtown Association for additional information or fill out the application below and email to services@walnutcreekdowntown.com.

Yes. Sign me up!

Company Name _____

Contact Name _____ Phone _____

Tasting Rep Name _____ Phone _____

Tasting Rep Email _____

What will you be pouring _____