



Broadway Plaza Summer Concert Series

August 3rd, 10th, 17th & 24th

6:00-8:30 pm

Proposed Winery Agreement

The Walnut Creek Downtown Association (WCD) invites you to participate as our winery partner in the 2023 **Broadway Plaza Summer Concert Series**. Your winery will have the opportunity for significant exposure at this popular, rocking summer event with close to 3,000 attendees, located right in the heart of downtown Walnut Creek.

Wine:

- Winery donates 2 cases and we will purchase 2 cases at wholesale price.
- If you donate 2 reds and 2 whites, we will purchase 4 cases at wholesale price – you will then become the main sponsor for that evening’s event!
- You can ship them, or we will arrange to pick these up at your convenience.

Staff:

- You are welcome to bring up to two winery staff to pour and inform the public.
- If you are unable to attend, we will arrange volunteers and provide tasting notes about your product.

Marketing & Benefits:

- Booth, tables, tablecloths, and ice provided by Broadway Plaza/Walnut Creek Downtown Business Association-(WCD)
- Winery partners are welcome to bring signage, collateral, and/or business cards for distribution at the booth.
- Winery partner to provide company logo (high-resolution JPEG or PNG image) for inclusion on:
 - Two WCD Facebook stories/posts
 - Two WCD Instagram stories/posts
 - Two WCD weekly e-newsletter (6,200+ subscribers)
- Broadway Plaza to feature winery name:
 - On 2023 Summer Concert Series webpage
 - On-stage announcement during the concert
 - One Broadway Plaza social media post

All proceeds will benefit the Walnut Creek Downtown Association, a non-profit organization. Our mission is to work with its members, partners and community to promote and enhance downtown business vitality through advocacy, beautification, events and marketing efforts.

Select date of participation:

- Thursday, August 3rd (Tainted Love)
- Thursday, August 10th (Dog N Butterfly)
- Thursday, August 17th (Fleetwood Mask)
- Thursday, August 24th (Mustache Harbor)

Company Name: _____

Winery Contact: _____

Phone Number: _____

Email Address: _____

I have read and understand the above agreement.

Signature

Email completed registration forms to: services@walnutcreekdowntown.com