



a festival of food, wine, beer, entertainment and art showcasing the best of davis to the surrounding region

**Sunday, October 15, noon to 5 pm**

Dear Downtown Retailer:

The Davis Downtown Business Association (DDBA) is proud to present davisfest, a festival of food, wine, beer, entertainment and art showcasing the best of Davis to the surrounding region on Sunday, October 15, 2006, 12-5 p.m.

Davisfest will be an annual event, offering live music, 40 signature wineries, beer, wine and food sampling, local business, sponsor and non-profit booths, "Kidstown" activities for children, a fashion show by downtown boutiques, artist showcase, an online auction of donated items, a raffle, the unveiling of Davis Downtown podcast series and much, much more!

Attendance is free; the cost for the beer, wine and food sampling package is \$25 before the event; \$35 the day of the event. The event will be extensively advertised throughout the Sacramento region, including Sacramento, Yolo, Solano and Placer counties.

With the Robert Mondavi Institute for Wine and Food Science (RMI) and the City of Davis as supporting partners, we anticipate our inaugural year to bring 5,000-10,000 attendees to our downtown. A portion of the proceeds from this event will benefit the Davis School Arts Foundation.

Davisfest provides an opportunity for your retail business to participate in this event in three different ways:

- Become a sponsor of the event
- Agree to be open from noon to 5 p.m. the day of the event and agree to have a winery or brewery outside your business. Retailers are encouraged to provide appetizers inside their stores to bring festival attendees inside and/or hold special promotions or sales during the event.
- Provide a unique experience by providing an auction item for the davisfest online auction

Below are the details for each of these davisfest opportunities.

### **Event Sponsor**

Sponsorship opportunities range from \$250 (Kidstown Sponsor) to \$10,000 (Platinum Sponsor). As to date, we have received more than \$50,000 in cash and in-kind sponsorships, which enables us to advertise the event through local and regional media. For more information on sponsorship opportunities, please contact Malinda Goodman, event coordinator at (530) 304-3390, [downtown@davis.com](mailto:downtown@davis.com) or Melissa Martinez, DDBA assistant director at (530) 756-8763, [promo@davis.com](mailto:promo@davis.com). You may also download the sponsorship package from our web site, [www.davisfest.com/sponsors](http://www.davisfest.com/sponsors).

### **Hosting Wineries or Breweries Outside Your Business**

Davisfest provides an opportunity for your retail business to create an identity with an exciting and high profile event, as it is the only wine, art and music festival in Davis.

Retailers are encouraged to play an active role at davisfest by being open Sunday, October 15 from noon to 5 p.m. and hosting a winery or brewery outside your door. Each winery and brewery is provided a table, linens, ice, water pitchers, dumping bucket and chairs by DDBA and space outside designated businesses. There is no cost for a downtown retailer to participate; however, we ask retailers to do the following if they want a winery or brewery outside their business:

- Be open from noon to 5 p.m. the day of the event (We suggest that you are on site at your business at 11 a.m. to meet the winery or brewery that will be placed outside your business). An updated list of participating wineries and breweries is available at our Web site, [www.davisfest.com](http://www.davisfest.com).
- Provide appetizers or snacks inside their stores to bring festival attendees inside
- Hold special promotions, sales, demonstrations, or promotion giveaways (especially those that encourage return to your store at a later date) during the event.

### **Davisfest Online Auction**

We are looking for donations for our online auction to be held beginning September 1 through October. This auction will be through eBay, and advertised extensively throughout the region, but also gives unlimited exposure to your business for all eBay users. We may combine auction items into a package (for example, a donation of a gift certificate to your store might be paired with a restaurant gift certificate for a “lunch and shopping spree” in downtown.)

### **How to participate**

1. Read and complete the enclosed application form carefully and completely and select your participation option. **APPLICATION DEADLINE IS FRIDAY, SEPTEMBER 15, 2006 AT 5 P.M.**
2. Please make sure you make a copy for yourself.
3. We will be sending confirmations and additional information about the event and the winery or brewery that will be in front of your store after the deadline of September 15. Your application will not be accepted unless you have signed the acceptance of waiver.
4. Make plans to have a busy day in downtown Davis!

Please don't hesitate to call me or Melissa Martinez, assistant director at (530) 756-8763 or email ([ddba@davis.com](mailto:ddba@davis.com)) if you have any questions. Please visit the davisfest Web site [www.davisfest.com](http://www.davisfest.com) often to see updates on the festival. We look forward to seeing you at this year's event.

Sincerely,

Laura Cole-Rowe, CMSM  
Executive Director  
Davis Downtown Business Association



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**DOWNTOWN RETAILER APPLICATION**

**Application Deadline – September 15, 2006**

Yes, I want the opportunity to promote my retail business at davisfest!

**Read the terms and conditions carefully and sign the acceptance of waiver before returning your application.**

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_ Cell ( ) \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**(Email address is for davisfest use only)**

**Please list any special requests:** \_\_\_\_\_

**Davisfest Online Auction**

My business will provide an item for the davisfest online auction. Item description: \_\_\_\_\_

Fax your application to 756-6504 or mail your application to:

**Davis Downtown Business Association  
P.O. Box 72497, Davis, CA 95617  
Phone 530-756-8763 Fax 530-756-6504  
downtown@davis.com www.davisfest.com**

**TERMS & CONDITIONS**

**HOLD HARMLESS:** This event is held rain or shine and no expenses will be refunded should an emergency of any nature arise prior to the opening time or during the event that would prevent or cancel its production. In consideration for being allowed to participate in davisfest, Sunday, October 15, 2006, retailer agrees to protect, defend and hold harmless the Davis Downtown Business Association and their respective elective or appointed boards, officers, agents, and contract employees from any and all claims, liabilities, expenses, or damages of any nature, including reasonable attorney’s fees, to the extent such claims, liabilities, expenses, or damages arise out of the participation by the Davis Downtown Business Association, its agents, officers, employees, subcontractors, or independent contractors, at the festival.

**PARTICIPANTS MUST SIGN, SIGNIFYING ACCEPTANCE OF WAIVER.**

Signature \_\_\_\_\_ Date: \_\_\_\_\_