

VIVA DOWNTOWN REDDING

1725 Market St. • 1504 Market St. • 1435 Butte St. Redding, Ca 96001
Tel: 415.702.5614 www.vivadowntownredding.com

The Redding Beer and Wine Festival

presented by Viva Downtown and Results Radio
Saturday, September 21st, 2024 from 3:00 pm-7:00 pm

Over **1,700** patrons are expected to attend this annual event. See the attached map for the new route for this event. Need a bigger space? We have limited larger spaces for food trucks/trailers/etc- email or call Tara to discuss. Please email tara.m.lihn@gmail.com for questions.

NEW ADDITIONS, PLEASE READ THOROUGHLY

Requirements

- **1-2 Tables (8 foot recommended)**
- Ice Chest (if needed)
- 10x10 tent
- 1,700 food **samples** & staffing to distribute.
 - Small tasting samples- snacking size
- Additional materials for the event such as signage of your business, serving cutlery, cooking equipment, chairs, plates, etc.
 - Please make sure you have water for chaffing dishes or for drinking- water is not included
 - Clearly label food items (GF, Vegan, Dairy-Free, Nuts, etc)
- Any promotional materials to distribute to customers, coupons, flyers, etc.
- NO BBQ, GAS, OR OPEN FLAMES ALLOWED

Set Up

- 11:00 am - 1:30 pm
- We will close the barricades at 2:00 pm. All vehicles must exit before this time. We ask all vendors to be set up and ready by 2:00 pm.
 - **All vendors cooking on site must have a proper fire extinguisher*

You will be provided the following for your participation:

- 4 Event Tickets (\$220 value)
- \$300 credit in radio advertisements to be used with Results Radio. (Deadline to use credit 12/31/2025)
- Your business name on every ticket
- Your business name on posters/ marketing materials/ social media mentions
 - Viva Downtown Social Media pages reach over 10,000!
- Your business name is featured in promotional ads on all 5 Results Radio stations. (\$1000+ Value)
- Exposure to 1,700 people to sample your cuisine
- Linens
- Ice
- Trash Can with liners
 - There will be designated volunteers to take trash away

Questions or to sign up, please contact:

Tara Lihn Faires, Event Coordinator - tara.m.lijn@gmail.com - 415.702.5614 – Cell

Redding Beer and Wine Festival 2024 Restaurant Agreement

Please fill out and return to tara.m.lijn@gmail.com or text 415.702.5614

Business Name: _____

Contact Person: _____

Physical Address: _____

Email Address: _____

Business phone: _____

Alternate/ Cell: _____

Social Media Handle(s): _____

DAY OF CONTACT IF DIFFERENT FROM ABOVE:

Contact Person: _____

Email Address: _____

Phone: _____

Product(s) Being Sampled (Please check box and list items)

Food _____

Drink _____

Other _____

Booth Asks

(VIVA DOES NOT SUPPLY TENTS, TABLES or ICE CHESTS)

Booth Size

10x10 (preferred) Other _____

Electricity: Yes No

Ice: Yes No

Other:

RBWF relies on the continuity of design for compliance with increasingly specific city and state regulations. If for any reason your business is not able to attend the event, PLEASE NOTIFY 7 DAYS IN ADVANCE or earlier, so adjustments can be made.