



ESCONDIDO STREET FESTIVAL

Sunday, May 21, 2023 10am-6pm
Grand Avenue, Historic Downtown, Escondido

Craft Beer/Wine/Spirit Donor Form



The annual Escondido Street Festival, presented by the Escondido Downtown Business Assoc. (DBA), a 501(c)6 not for profit organization since 1962, is back for 2023. We are seeking donations of craft beer, wine and spirits, to be featured in the Beer/Wine/Spirit Garden. Total attendance expected is 60,000 estimated 500+ in B/W/S Garden. (W-9 available upon request.)

Contact Name: _____ Phone (Work/Cell): _____

Event Day Contact (if different): _____ Cell: _____

Business Name: _____ Email: _____

Address: _____

Business License# (if located in Escondido): _____

Name & description of ALL products being donated. _____

Option 1: YOU POUR & SELF PROMOTE

(This option is the most recommended, in order to promote and represent your product best.)

- DONATE Wine/Beer/Spirit: Donation Requested (min 2+ Cases of Wine or 3+ Cases Beer)
- SELF POUR: Provide a responsible representative(s) to serve your product and answer questions at event
- SELF PROMOTE: Sponsor may distribute cards, brochures, swag and display signage from your brewery/winery
- WE PROVIDE: 1 FREE SPACE for your booth, plus ice and cups, marketing & beer/wine/spirit lovers!
- YOU PROVIDE: 12x12 Pop Up Tent, Table(s), Self promotion marketing banner/materials & swag (optional)

Option 2: WE POUR AND PROMOTE ON YOUR BEHALF

- DONATE Wine/Beer/Spirit: Donation Requested (min 2+ Cases of Wine or 3+ Cases Beer)
- WE POUR: We pour on your behalf
- WE PROMOTE: We will promote on your behalf: distribute cards, brochures, swag and display signage
- Sponsor provided brewery/winery/distillery banners will be displayed on event day.

BENEFITS:

1. Your company Logo listed on the Escondido Street Festival Website, Facebook, Instagram, etc.
2. Company listing as sponsor on event website, programs and posters
3. Multiple publications; online calendar listings to regional Food, Beer/Wine fans.
4. Coverage of event in San Diego newspapers, magazines and event day news broadcasts
5. Direct exposure to thousands of craft beer, wine and spirit enthusiasts in a growing demographic
6. Your provided banners, product cards and brochures, etc. on display and available to all beer/wine/spirit area attendees

I agree to the beer/wine/spirit donor donation levels and parameters:

Signature _____ **Date** _____

With my signature, I agree to waive, release, indemnify and hold harmless the Escondido Downtown Business Assoc. and event organizers from any and all liability, claims, and action, including attorney's fees and court costs, for injuries or damages to person or property arising out of my participation in this event. I also understand this waiver cannot be modified or changed and certify all information on this form is accurate.

Please email your completed application, and company logo to:

Email: cmaclochlan1@gmail.com

DBA, Escondido Street Festival, 243 S. Escondido Blvd, #701, Escondido, CA 92025

www.downtownescondido.com/events (760) 207-6321

