

Tahoe City Heart & Solstice Festival
 **Solstice Sip & Shop**
Downtown Tahoe City

Saturday June 20, 2009 • 2 pm – 6 pm

Retail Merchant Participation Information

Tahoe City merchants are invited to participate in the 3rd Annual Sip & Shop. Participation fees are \$50.00 for TCDA members; \$100 for Non-members. Event is limited to approximately (20) retailers on a first come, first serve basis. Members gain first priority.

Each participating retailer will receive the following benefits:

- Direct exposure for your business. A winery will be paired with your business to host a wine walk stop.
- Inclusion in marketing, public relations, and media materials targeted to our direct drive markets in Northern California and Northern Nevada as well as logo inclusion on event signage and banners.
- High visibility during TC Heart & Solstice Festival.
- Net proceeds from the event will be donated to the **Community Fund of North Lake Tahoe**
 - A 501(c)(3) which supports projects in the North Lake Tahoe area, including: enhancement of the environmental, recreational, and cultural climate of the local community, and community sustainability;
 - Support of local non-profit organizations that enhance the health and welfare of people in the region;
 - Provision of scholarships to individuals who further the objectives of the Fund;
 - Preservation of land for scientific, historical, educational, recreational, scenic or open space opportunities;
 - Protection of the natural environment; preservation/restoration of watersheds and animal habitats.

This event is organized by the Tahoe City Downtown Association, a 501(c)(6) non profit corporation.
Tax ID number: 51-0526631.

Questions? Contact us...

Phone: 530/583-3348. Fax: 530/583-3098. Email: tcda@visittahoecity.com.
www.VisitTahoeCity.com

Tahoe City Heart & Solstice Festival
 **Solstice Sip & Shop**
Downtown Tahoe City

Saturday, June 20, 2009 . 2 pm -6 pm

Merchant/Retail Registration Form

Yes! Please sign us up as a Participating Wine Walk stop for this celebration of summer!

Name of Business: _____

Type of Business: _____

Contact Person: _____

Contact Email: _____

Phone: _____

Business Website: _____

Mailing Address: _____

Will business provide a logo for marketing/display purposes: YES NO

Are you pairing with another retailer as a Wine Walk Stop? YES NO

If YES please list (and have them complete an application too!)

Remember! Participation is on a First Come, First Serve basis!

Please return Registration Form to:

Tahoe City Downtown Association

Fax: (530) 583-3098

Mail: PO Box 6744, Tahoe City, CA 96145

Questions? Give us a call at 530/583-3348