

Dear Texas Wine Partner:



The **4th Annual Dripping with Taste Wine & Food Festival** will be held **Saturday, September 10th, 2011**, at the Creekside Pavilion in Driftwood.

While planning your 2011 festival calendars, keep the following points in mind when reaching your decision about participating in **Dripping with Taste Wine & Food Festival**.

- Winery booths will be set up in the enclosed, air-conditioned facility
 - Limited to 20 spaces
- Dripping Springs is the Gateway to the Hill Country, a short drive from Austin, San Marcos and San Antonio.
- This festival is a great place to showcase your wine to folks from Texas and across the globe.
- Texas Dept. of Agriculture's GO-TEXAN program is a partner.
- You will have access to extensive marketing on local and regional radio; as well as a remote broadcast at the event
- Wineries will be given additional promotion with "Pop the Cork" game on radio. **(Winery must provide a signature wine label for game)**
- Wineries will have the option to add space next to tasting booth for retail sales items, free of charge. (Notify us ahead of time)

Be sure to get your applications in by July 1st, so your vineyard/winery can be listed in the event brochure and used in other marketing opportunities.

The **Dripping with Taste Wine & Food Festival** is designed to highlight Texas wine and food products that can be sampled at the Fest and purchased to take home. This is an excellent opportunity for you to showcase your wine and other related products.

Booth space is limited. **Please fill out and return the enclosed application TODAY.** If you have any questions, feel free to contact Winery Coordinator, Dena Vandigriff: (512) 894-0541 or Dena.Vandigriff@prosperitybanktx.com.

In the meantime, mark your calendar for Saturday, September 10th, and send your application as soon as possible. We look forward to your participation.

Sincerely,

Dena Vandigriff

Dena Vandigriff – Winery Coordinator
Dripping With Taste Wine & Food Festival

2011 *Dripping With Taste* Wine & Food Festival

WINE EXHIBITOR APPLICATION



FEST DATE: Saturday, September 10th, 2011

TIME: Noon-7pm

WHERE: Creekside Pavilion, Driftwood

WINE CATEGORIES:

- **TEXAS WINE TASTES:** priced \$125 and under per case. Submit five choices. The festival will choose. We will purchase a minimum of three cases. All wine must be current vintage and in saleable condition. Please give us your **best pricing** for the wines submitted. When submitting your wines keep in mind we won't actually purchase the wines from you until late August or early September. If the festival purchases more than three cases from your winery, you must buy back any open cases. This is a **FUNDRAISING** event. Please list only the wines that will still be available for us to purchase at that time.
- **CELLAR SELECT:** priced \$125-\$225 per case. Each participating winery can submit two choices. The festival will have the option to choose one. (Limited to a maximum of 20 wineries, one per winery, it will be determined on a first come first served basis, by postmark on envelope.) Please list only the wines that will still be available for us to purchase late August or early September.

EXHIBIT INFO:

- The festival will setup and operate a separate air-conditioned area for wine sales. Ticket holders will be able to purchase glasses of wine and bottles of wine at this designated area.
- A designated 6' wine-tasting table, skirted and identified with your name, will be available.
- Winery has option to sell or distribute retail merchandise. (example: souvenirs from your winery such as caps, posters, T-Shirts, etc.,)
- Winery **MUST** provide a representative to handle merchandise sales. **Festival volunteers will not work retail sales.**
- Electronic Merchant Services NOT available.
- NO ELECTRICITY

WINE INFORMATION



The 2011 *Dripping with Taste Wine & Food Festival* is designed to highlight Texas Wines, giving you great exposure.

We are not asking for a donation; we purchase your wines for tasting at the Festival. However, this is a **FUNDRAISING** event, and we ask that you give us the best price that you can. Cases will be ordered accordingly. **NOTE: The festival will only accept wine previously ordered. Wineries must agree to buy back open cases in excess of the guaranteed three cases purchased by festival.**

- **TEXAS WINE TASTES:** Submit up to five choices, the Fest will choose three or more. All priced \$125 and under per case.
- All wines must be current vintage and in saleable condition.
- **CELLAR SELECT:** Submit only two choices, the FESTIVAL will have the option to choose one. All priced \$125-\$225 per case.
- **WINE ORDER:** The Fest will advise the Winery of the amount of each variety by July 15, 2011. (unless other arrangements have been made) Please list only the wines that will be available for purchase in late August or early September.

WINE DELIVERY: DO NOT USE DISTRIBUTOR. We will make arrangements for pickup or delivery to the Visitors Center or to the event. .

WINERY BROCHURES: We would like you to mail us information about your winery and the wines you make. This helps our volunteers answer questions while they're pouring your wine. **Please mail your brochures along with your application.**

TABLE SUPPORT: We prefer wineries send at least one representative. It's a much more effective way to guarantee sales. There will be volunteers available to assist during Festival hours for those wineries not bringing their own staff. **Wineries MUST furnish detailed information about wines being served at the event, IF winery representation is not present.** If winery provides more two or more representatives, the festival will not provide volunteers for your booth. Please let us know in advance how many representatives you will be bringing.

FESTIVAL HIGHLIGHTS: The Festival is being advertised and publicized widely throughout the State, expanding to local and regional radio promotion. Submit application as soon as possible to ensure your vineyard/winery will be included in our publicity efforts.

**Need more information? Contact Dena Vandigriff at (512) 894-0541
E-mail: Dena.Vandigriff@prosperitybanktx.com**

Dripping With Taste
Wine & Food Festival
Exhibitor Application & Contract



Winery Name: _____

Contact Person: _____

Business Phone: _____ Cell Phone: _____

Fax Number: _____ Email: _____

Mailing Address: _____

City/State/Zip: _____

Web Address: _____

Please remember that this is a **fundraising** event and your booth space is free.

Texas Wines	Name of Wine	Discount Price Bottle \$	Discount Price Case \$	Suggested Retail Bottle \$	Source Winery/Distributor
Priced \$125 and under. Submit Five Choices, the Festival will choose three or more.					

Optional

Cellar Select	Name of Wine	Discount Price Bottle \$	Discount Price Case \$	Suggested Retail Bottle \$	Source Winery/Distributor
Priced \$125 - \$225. Submit Two Choices, the Festival will have the option to purchase					

Return application via Email: Dena.Vandigriff@prosperitybanktx.com

Mail: DS Area Chamber of Commerce
Dripping With Taste Wine and Food Festival
P.O. Box 206
Dripping Springs, TX 78620

Need more information? Dena Vandigriff at (512) 894-0541
 E-mail: Dena.Vandigriff@prosperitybanktx.com