

WELCOME TO THE FOURTH ANNUAL...

Durango Wine Experience!

“Grand Tasting”

Saturday May 8th, 2010

4:00 pm-7:00 pm

Thank you for your interest in hosting a restaurant showcase table at the 2010 Durango Wine Experience Grand Tasting!

The Durango Wine Experience will bring over 1000 people to downtown Durango during this weekend long event! The targeted market is not only our great local community; but attendees from around the region.

Over 1000 people from 13 states attended the DWE last year! The DWE postcards have already been received by thousands of households in the four corners states. **This year we are reaching out to you, one of our amazing local restaurateurs, to become a part of the experience.** The first three years of the DWE the food for the Grand Tasting was catered. This year we are expanding the experience of Durango. Wine and food pairing is even more delicious when we can promote our world class Durango restaurants! **The Grand Tasting is Saturday, May 8th from 4:00 until 7:00 pm** under the tent in the First National Bank Parking Lot. The event will be great **exposure** for Durango and everyone involved. Just like the visitors and locals, make your reservations early!



Grand Tasting Restaurant Showcase Participants to provide-

- **\$200 Grand Tasting table fee.**
- **300 wine-friendly pieces for your showcase restaurant table at the Saturday Grand Tasting.** Appetizers or small bites to allow the crowd to get a sample, just a tease to **showcase what you are best known for at your restaurant.** We want everyone to go out to dinner after the tasting! Expected attendance is 500-600. *In order to promote the beauty of wine & food pairing, please do not serve any vinegary or overly spicy foods.*
- Promotion:
 - Display of DWE 2010 Poster at restaurant leading up to the event.
 - Distribution of check stuffers or postcards to guests (to be provided by the DWE)
 - List the “2010 Durango Wine Experience Grand Tasting” in any of your “upcoming events” publications.
 - Link to the DWE webpage on your website: www.durangowine.com
- Optional:
 - You will have the opportunity to include items or info in our welcome bags for winery representatives & the general public.
 - Display or handouts for your table, anything to promote your restaurant! Promote your DWE weekend Wine Specials?

The Durango Wine Experience will provide-

- **One-6 foot table** to showcase samples of your cuisine at the Grand Tasting (Valued at \$200)
- **Two DWE passes for Saturday's Grand Tasting.** (Value of \$75 each, \$150 total)
- Be our guest on Thursday and Friday! No work, just play.
 - Invite to the **VIP Welcome Reception** at Steamworks on Thursday evening at 5:00 pm.
 - **Two DWE passes for Friday's Walk-Around Tasting** 4-6:30 pm and **2 DWE wine glasses** (Value of \$50 each, \$100 total)
- Website Inclusion: Your logo and a link to you on the DWE webpage: www.durangowine.com/restaurants.html
- Print Advertising:
 - **1/8 page listing** in the DWE Event Program with logo & phone number (Valued at \$250)
 - Your restaurant will be listed on the “Event Locator Map” on the back of the DWE Event Program.
 - Listed as a participant/table location in the DWE Grand Tasting brochure.
 - Included in list of “**DWE Recommended Restaurants**” to all attendees and participants.
- The special events liquor license, event insurance and security needed for the Tent in the First National Bank Parking Lot.
- Opportunities for you to hold DWE seminars, luncheons and/or **winemaker dinners** at your restaurant. DWE will promote for you.
- Recommendation to all patrons, vendors, sponsors and “walk-about” locations. (For reservations or catering)
- Total monetary value: \$950!

Space is limited. Tables will be first come first serve. Contact me with any questions. Thank you!



2010 Durango Wine Experience

May 6th, 7th & 8th, 2010

Grand Tasting Registration Restaurant Showcase Table



Restaurant Name:

(Please list exactly how you would like to be listed in the brochure, website and on table signs)

Contact Person:

Title:

Cell Phone:

Restaurant Phone:

Physical Address (Street, City, State, Zip):

Email:

Website address:

Grand Tasting Restaurant Showcase Table:

\$ 200 table fee

Saturday, May 8th - 4:00 until 7:00 pm - First National Bank Parking Lot

Includes: One-6 foot table to showcase samples of your cuisine at the Grand Tasting (\$200 Value), Two working vendor DWE passes for Saturday's Grand Tasting (\$150 value), 2 DWE passes for Friday's Walk-Around Tasting and 2 DWE wine glasses(\$100 value), Website Inclusion: Your logo and a link to you on the DWE webpage, Print Advertising: 1/8 page listing in the DWE Event Program, listed on the "Event Locator Map" on the back of the DWE Event Program, Listed as a participant/table location in the DWE Grand Tasting brochure, Included in list of "DWE Recommended Restaurants" to all attendees and participants.

Total Value: Priceless.



(Optional) Saturday Educational Seminars: *Indicate here if you have an interest in hosting a seminar*

2010 DWE Seminars: Set for this year

List ideas for seminars you would like to see or host for next year:

Chocolate & Wine Seminar- Silverton Chocolates
Friday **1:00 pm-2:00 pm Location: Rochester Hotel Courtyard**
Brewery Tour & Tasting- with lead brewer Ken Martin
Friday **2:00 pm-3:00 pm Location: Steamworks**
Bubbles Seminar- Champagne & Sparkling Wines
Saturday **11:00 am- Noon Location: Pending**
Spanish Wine & Tapas Luncheon
Saturday **12:15 pm- 1:30 pm Location: The Palace**
Varietal Blending Seminar- "blend your own wine"
Saturday **2:00 pm- 3:00 pm Location: The Strater Hotel**



(Optional) Winemaker Dinners or Luncheons*: *Indicate here if you have an interest in hosting a dinner or luncheon*

*This information will be forwarded on to your local wine distributor representatives and attending wineries. Many wineries are looking for a host restaurant to partner up with to create a memorable event. The DWE will help you to establish contact with a participating winery or rep and will help to promote a dinner during the Durango Wine Experience via our website, event brochure and all forms of social media. *The DWE does not take responsibility for any wine dinners and will not organize these events.*

Nights that you would be interesting in hosting a wine dinner:

Capacity, maximum attendees, separate room:

Other notes:

Signature: _____ **Date:** _____



2010 Durango Wine Experience Payment Form



Grand Tasting Registration Restaurant Showcase Table

Payment Method

Pay by Check

Total Amount of Check made out to the
"Durango Wine Experience":

\$ **200.00**

Pay by Credit Card

Card Type:

Name on card:

Card Number:

Expiration date:

Security code:

(last 3 or 4 digits on back of card)

Total Amount to be charged to this card:

\$ **200.00**

All entries are due by 03/15/10 and all fees are due by 04/15/2010.

Leah will pick up completed registration and payment forms in person. Other options:

Email:

leah@durangowine.com

Fax:

970-375-1804



Print and Mail to:

Durango Wine Experience

PO Box 2123

Durango, CO 81301

Checklist for Inclusion in all Publications

Please forward the items below to leah@durangowine.com :

1. **Logo** of restaurant, vendor, sponsor or business (EPS, TIF, or JPG format)
2. **URL for your website** for a website link on www.durangowine.com/restaurants.html
3. **Blurb for website:** Restaurant info- Great place to list wine specials you will run for the DWE weekend
4. **Photo** of owner or chef if attending the grand tasting and/or leading a seminar. (JPG format)
5. **Bio** of owner or chef, if attending the grand tasting and/or leading a seminar. For: www.durangowine.com/guests.html