



WALNUT CREEK OKTOBERFEST

SPONSOR APPLICATION

SEPT 27TH, 4:00–10:00PM | SEPT 28TH, 12:00–9:00PM
CIVIC PARK EAST

SPONSORSHIP LEVEL: BEVERAGE BOOTH SPONSOR

Booth Preference: ☐ Wine Booth Sponsor (\$1,000) (3 Available)

☐ Beer Booth Sponsor (\$1,500) (6 Available)

Company Name

Contact Name

Phone Number

Email

Address

PAYMENT INFORMATION

Payment Method: ☐ Check ☐ Credit Card (3% Processing Fee)

Credit Card Number

CVC

Name On Card

Expiration Date

Billing Address

Signature

Date

The company above agrees to sponsor Walnut Creek Oktoberfest, September 27-28, 2024 at Civic Park East in Walnut Creek. Beverage Booth Sponsor agrees to staff and maintain a booth for the duration of the event on Friday, Sept 27th, from 4:00-10:00pm and Saturday, Sept 28th from 12:00-9:00pm. No refunds.



SEND COMPLETED
REGISTRATION FORMS TO:

Kelsey Wendt, Events Manager
kelsey@walnutcreekdowntown.com

PAYMENT BY CHECK:

Walnut Creek Downtown
1630 N. Main Street #288
Walnut Creek, CA 94596

DETAILS:

Wine and/or beer is selected and provided by Walnut Creek Downtown (WCD). Please see second page for booth information and requirements. Company logo will be displayed on WCD website and some event collateral.



WINE & BEER BOOTH SPONSORS

GENERAL INFORMATION & REQUIREMENTS

EVENT HOURS & STAFFING

EVENT DATES:

- Friday, September 27th (4:00-10:00pm)
- Saturday, September 28th (12:00-9:00pm)

BEVERAGES:

Each booth will be pouring beer OR wine while promoting their business or organization to attendees. All beverages and supplies will be provided by WCD.

SERVICE:

Booth staff will take tickets from attendees and pour beverages into glasses. No payment handling is required by staff. Attendees are required to wear 21+ wristbands; however staff may be required to check identification.

BOOTH STAFF:

- Booth **MUST** be staffed with a minimum of:
4 people (wine booths) / 6 people (beer booths) at all times.
- All beverage booths will be required to staff 2 days of shifts. Booths must be fully staffed 30 minutes before opening (Friday at 3:30pm and Saturday at 11:30am).
- No one under the age of 21 is allowed to staff or be inside of the booth.
- **Please Note:** Two people must remain in the booth after event end time, until product is removed by an event staffer and they are cleared to leave the booth (approx 30 min after event concludes).



BOOTH DETAILS & DECORATION

BOOTH SIZE:

- 10' x 10' covered booth (wine booths)
- 10' x 20' covered booth (beer booths)
- Tenting, Tables, and Chairs are provided by WCD.

DECORATIONS:

Sponsor is responsible for decorating their booth. Please consider the Oktoberfest/Fall Festival theme while incorporating your branding. We encourage marketing efforts including drawings, giveaways, handouts, etc.

PLEASE NOTE:

- No demonstrations involving patrons are permitted in or outside of the booth.
- Money transactions are NOT allowed.

*Additional detailed information will be provided closer to the event date.
If you have any questions, please contact us:*

Walnut Creek Downtown
(925)933-6778
services@walnutcreekdowntown.com

