



2019 Event Opportunities: Restaurants

The Park City Wine Festival (PCWF) is the new must-attend wine experience in Utah. Over 2,500 attendees will travel to the resort destination of Park City, UT to experience domestic and international wine tastings, outdoor and educational seminars, and gourmet cuisine. **Below are opportunities we've outlined for our local restaurant partners to get involved with PCWF:**

PC UNCORKED: WINE DINNER SERIES | OCTOBER 3 AND OCTOBER 5

A celebration of local food and fine wine! The Park City Wine Festival is proud to kickoff a weekend of great wine and food with a series of wine dinners at local establishments in Park City.

PCWF will work with you directly to pair you with a winery, brewery, or spirit. We hope you have fun in the creative process with the pairings! Product will be purchased through the DABC. The goal is to secure 4 restaurants for Thursday, October 3rd and 2 restaurants for Saturday, October 5th; 30 people per dinner.

What PCWF provides:

- Pre-event marketing: posters/fliers at your establishment, email blasts with restaurant inclusion to a large regional database, social media cross promotion, logo on PCWF website with link, highlight in Festival Guide.
- \$60 per person for food costs (includes tip and tax)
- Two tickets to the Grand Tasting (for staff or client appreciation)
- Promotions and Ticket sales on ParkCityWineFestival.com

What Restaurant provides:

- 5 course paired dinner, which can/should include an amuse bouche and dessert
- Staff to facilitate service
- Glassware (PCWF can help supplement if needed)

EDUCATIONAL & LIFESTYLE SEMINARS | OCTOBER 4-6

Held at various locations in Park City, the educational wine and outdoor lifestyle seminars add an experiential and notable element to the festival.

PCWF will work with you directly to pair you with a winery, brewery, or spirit. We hope you have fun in the creative process with the pairings! Product will be purchased through the DABC. The goal is to secure 2 restaurants for a luncheon on Friday, October 4th, 2 restaurants for Saturday, October 5th, and 1-2 for brunch on Sunday, October 6th; 30 people per brunch/luncheon/seminar.

What PCWF provides:

- Pre-event marketing: posters/fliers at your establishment, email blasts with restaurant inclusion to a large regional database, social media cross promotion, logo on PCWF website with link, highlight in Festival Guide.
- \$35 per person for food costs (includes tip and tax)
- Two tickets to the Grand Tasting (for staff or client appreciation)
- Promotions and Ticket sales on ParkCityWineFestival.com

What Restaurant provides:

- 3-4 small plates, paired luncheon
- Staff to facilitate service
- Glassware (PCWF can help supplement if needed)

THE GRAND TASTING | OCTOBER 5 | EVENT OVERVIEW

The grand finale of the weekend! The Grand Tasting is an impressive selection of domestic and international wines, premium beer and spirits, and gourmet food.

What PCWF provides:

- Pre-event marketing and promotions: posters/fliers at your establishment, email blasts with restaurant



 **PARK CITY**
WINE FESTIVAL
October 3-6, 2019

inclusion to a large regional database, social media cross promotion, logo on PCWF website with link, highlight in Festival Guide.

- Two 8ft tables, tent, linens, handwashing stations, any required signage, and event working passes
- Two tickets to the Grand Tasting (for staff or client appreciation)
- \$500 Food Stipend

What Restaurant provides:

- 1000 (minimum) 1-3 oz. food samples
- Staff to facilitate food samples, and plates/napkins/utensils as needed
- If cooking onsite at the event, you are responsible for providing the cooking equipment

BWC will send you a Letter of Agreement and Event Information Packet. Additional items to submit are due by August 1st to Katie (all details will be in packet):

- Menu items
- Electrical needs (if applicable)
- Insurance (if applicable)