



We're excited to announce our 2 wine walks again this year! The excitement for both events is strong and we anticipate another sell-out crowd of 450 participants for both events!

THE SPRING SIP - Saturday, May 13, 2023 from 1-5 pm

MCHENRY DOWNTOWN UNCORKED – Saturday, September 9, 2023 from 1-5pm

The cost to participate as a wine walk stop is **\$200 per event**. Because of the popularity of these events, you must be a Chamber member in order to participate.

Cost includes:

- Wine (1 red choice and 1 white choice at each location)
- Liquor License
- Dept. of Health Permit
- Insurance for the event
- Advertising
- Listing in the Brochure
- Other miscellaneous supplies
- Volunteer to pour (or you may choose to pour your own)
- Assistance with coordinating appetizer sponsors
- 450+ customers through your door!

NEW THIS YEAR – You may have noticed the price increase. This is for a variety of reasons. First, the cost of the wine we purchase for the event is, on average, about \$400 per business stop. Second, and even more importantly, we want to make sure our participants are not over-served. **So, we will be crediting you back \$5 per each returnable, unopened bottle (750 ml) after the event. For most businesses, this will make the cost similar to what you have paid in previous years.**

You have the option of either providing your own food or having us coordinate an appetizer sponsor for your location. **We request that you do not reach out to a restaurant to donate the food since we don't want to duplicate efforts since our committee will also be asking for food sponsors.** All menu choices must be approved by the McHenry Area Chamber to ensure we do not have multiple locations with the same offering.

On the day of the event, businesses need to provide:

- A dump bucket of some kind as not all will like the wine selection
- Ice and bucket for keeping the white wine chilled
- Corkscrew (just in case)
- A table for the wine display
- A table for the appetizers (**If you choose not to provide your own food, you will be assigned an appetizer sponsor. You will need to provide space for them to promote their business.**)
- Handwashing station (Access to a sink that is not inside a single bathroom will meet this requirement. Otherwise, a beverage container with a spigot and a bucket will work.)
- Entertainment, activity, giveaways, sales – it's up to you, but you should do something that makes you stand out and makes people want to return to your business or learn more!



For your convenience, we are using one sign up sheet for both events. If you would like to participate in one or both, please fill out this form. The fee for The Spring Sip is due immediately to hold your spot. The McHenry Downtown Uncorked invoices will go out June 1st and need to be paid by June 30th.

Business: _____
Contact Name: _____
Phone: _____ Email: _____

- ☐ I would like to be a Spring Sip wine walk stop. (\$200, due immediately)
☐ I would like to be a McHenry Downtown Uncorked Wine Walk stop. (\$200, due June 1st)
☐ Please assign me a volunteer as a wine pourer at my location.
☐ I will provide someone to pour wine at my stop.
☐ I will provide my own food at my location.
☐ Please find me an appetizer sponsor.

As a business stop, you may purchase up to 2 tickets in advance for each event. You can use them however you wish, but we suggest using them as a promotional tool (i.e., have people follow your social media for the chance to win them). You don't have to make the decision now, but if you do want to take advantage of this opportunity, **you must request and pay for the tickets before they go on sale to the public.**

- ☐ I would like to purchase _____ tickets (up to 2) for The Spring Sip for \$50 each. (pay by April 5)
☐ I would like to purchase _____ tickets (up to 2) for McHenry Downtown Uncorked for \$50 each. (pay by August 1)

Check Enclosed _____
Invoice Me _____
Visa/MC/American Express/Discover # _____
Exp. _____ CCV/CCID (3 digit code) _____

Send completed form by mail to 1257 N. Green Street, McHenry, IL 60050, or by email to molly@mchenrychamber.com