



WICKED WINE STROLL

SAT | OCT 19, 2024 | 2-5PM

Wicked Wine Stroll
Merchant
Registration Form

We are excited to kickoff another Wicked Wine Stroll and would like to invite you to join as one of our merchant locations! Please read below to see requirements to participate and then complete the application and turn in to register.

This annual event lets visitors taste wine from over 20 Lodi appellation wineries while strolling through the downtown businesses! Each downtown merchant hosting a winery will feature special sales for the evening, as well as tasty appetizers. Tickets include a commemorative wine glass, tastings, and appetizers. We also sell Designated Driver tickets to keep our strollers safe. They receive free water and soda and can enjoy the appetizers at each participating merchant.

Requirements for Merchant Participation:

- Agree to partner with a winery and host stroll attendees inside establishment from 2-5pm. Host hundreds of strollers inside your establishment and show them what you are all about. Have fun with it by giving special discounts, fun activities and more.
- Provide 300-400 appetizers for stroll attendees. Please provide an appetizer for attendees to grab along with their tasting. This should be done at a different table than the tasting so there is enough room for your winery to setup. You can call your winery and discuss the perfect pairing or decide yourself on what to provide. Choices in the past have included desserts such as cookies or brownies, charcuterie board items and individually wrapped snacks and more!
- Provide staff at all exits that **MUST** make each attendee dump out wine before leaving. It is very important that participants are aware alcohol is not permitted outside your location. We will provide dump buckets and NO ALCOHOL beyond this point signs. You must post those and make all attendees dump or drink their wine before leaving.
- Provide separate table for Winery to host tasting on. Winery is responsible for bringing wine, bucket, ice and openers. You just provide a table or counter space that they are able to pour from with room for product + buckets.
- Decorate - Have fun with it and decorate your place for the night. Attendees are dressed in costumes and tend to migrate towards the more festive stops.
- **Win!** Our top 3 stores win a prize!

More instructions will be provided day of to remind you. Please reach out with any questions. We will pair you with your winery after September 19th so you can work together on food, decoration theme and setup.

Timeline: Saturday, October 19th, 2024

Before 1pm – Decorate time + instructions, signs, licenses and dump buckets dropped off.
1:00pm – Winery **MUST** be at location to setup 1:00pm – Check-in Begins at designated locations (Chamber + 2 other merchants) 2:00pm – Stroll Starts 5:00pm – Stroll Ends

WICKED WINE STROLL MERCHANT REGISTRATION FORM

The merchant listed below has agreed to host a wine tasting at their establishment from 2:00-5:00p.m. Saturday, October 19th 2024, and gives Lodi District Chamber of Commerce permission to have alcohol served at this event by a partner winery. By signing the form below, the merchant agrees to the responsibilities listed on the previous page.

Complete this form and the Alcohol and Beverage form to participate as a Merchant:

Business Name:

Full Name :

Full Address :

E-Mail : Phone :

Authorized Agent :
(print name)

Signature :

If you have preferred wineries you would like to host, please list below. We will TRY to accommodate your request; however, we cannot promise the pairing.

Preferred Winery #1 :

Preferred Winery #2 :

To participate please complete the form and turn in no later than September 19th, 2024.

Return Applications by email/drop off or mail to:

Lodi Chamber of Commerce
35 S. School Street, Lodi CA, 95242
frontdesk@lodichamber.com
209-367-7840

Bonus: As a token of our appreciation we will provide 2 tickets for the merchants and 2 tickets for the wineries to use as you would like.

Alcohol and Beverage Form

WINE/BEER STROLL PARTICIPANTS

My business and I would like to participate in the Wine/Beer Stroll that is being hosted by the “Non Profit Licensee.” I understand that I will be serving wine and/or beer and abiding by the conditions of the daily alcohol permit issued by the Department of Alcoholic Beverage Control.

DATE OF EVENT: 10/19/2024 HOURS OF EVENT: 2:00pm-5:00pm

PARTICIPANT NAME: _____

PARTICIPANT ADDRESS: _____
Number & Street City State Zip Code

THE CONDITIONS ARE AS FOLLOWS

1. No more than two containers of alcoholic beverages may be purchased by any one person at any one time.
2. The Petitioners and/or Security persons will prevent people from carrying alcoholic beverage outside the designated area as defined on the attached diagram
3. There shall be a person(s) responsible for checking the ID’s of those purchasing alcoholic beverages.
4. All persons serving or otherwise dispensing alcoholic beverage must be at least 21 years of age.
5. Business must include a dumping station at the exit of their premises for individuals to dump alcoholic beverage that has not been consumed prior to participant leaving location.
6. All participants must dispose of alcoholic beverage after each tasting from the individual locations. Alcoholic beverages are **NOT** allowed to leave each business.

BUSINESS OWNER

(Print Name) (Signature) (Date)