

Event Support Application

This application is for consideration for financial support from the Santa Rosa Tourism Business Improvement Area (SRTBIA). **Only events that produce lodging room nights will be considered for funding.** The SRTBIA's goal is to support events that produce a minimum of 100 room nights now or in the future. Application review for SRTBIA support will take place at regularly scheduled Board meetings. Please submit completed application to Anne Mitchell, Santa Rosa Convention & Visitors Bureau, by email at annem@visitsantarosa.com.

Event Details	
Event Name	EAT • SIP • AND BE MERRY
Event Date(s)	DECEMBER 8 th & 9 th
Event Description	SANTA ROSA WINE TRAIL - URBAN WINEMEN'S FASTING & TUR & SPECIAL Holiday EVENT AT 11 WINEMEN'S COMMEMORATIVE
Is this a new or returning event?	1 st ANNUAL
Contact Name, Phone, Email & Mailing Address	RAY D'ACENZIO 707-280-4658 Holly Hansen 494-5668 TOBE SHELTON 865-6755 Rene Byck - 529-3978
Legally Responsible Organization	SANTA ROSA WINE TRAILS.
Total Event Cost	35.00 AD THE DOOR 25.00 IN ADVANCE
Amount Requested	250 750.00
How Will Funds from SRTBIA Be Used?	300 glasses with @ 2.50 each LOGO: SANTA ROSA WINE TRAIL & VISIT SANTA ROSA

General Event Information (Please answer all questions fully)	
How many room nights will the event generate?	
Who is the target audience for this event? What is the anticipated attendance?	TRAVELERS IN central FORUM & outside CALIF. OVER NIGHT STAY FOR BOTH DAYS
If this is an existing event, how many room nights has it produced in the past and what hotels were used?	

<p>Have you approached or contracted with any hotels for the event for which you are requesting support? If so, what hotel(s) and how many room nights have you requested?</p>	<p>Vintner Inn</p>
<p>If you receive event support from the SRTBIA, we ask that you exclusively use the Santa Rosa CVB services for securing room nights (there is no charge for this service). Will you be able to do so? If not, why?</p>	<p>yes</p>
<p>Describe the event's capacity to incubate (Can the event grow over the years?). What kind of room night growth do you anticipate over the years?</p>	<p>yes All About Santa Rosa WINE Exposure & tourism</p>
<p>How does this event support or re-affirm Santa Rosa's brand?</p>	
<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p>yes</p>
<p>How will this event be funded in the future?</p>	<p>Ticket Sales Sponsorship</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	

Additional information or comments.

Commemorative Wine
Glass with Logo's
SANTA ROSA WINE TRAILS

Each Winery will be
having Independent Holiday
Theme, : Wreath making
: Barrel Painting
: Wine & Hardly Food Pairing

Applications will be reviewed and considered only at regularly scheduled SRTBIA board meetings. Please attach any other documentation that you fill will be beneficial to the SRTBIA in making its decision regarding funding for this event. All events receiving funding are required to meet state, local and federal requirements, including any insurance, licensing, permits, certificates, etc.

Participating Wineries:

CAROL SITELDON

D'ARGENZIO WINERY

INSPIRATION VINEYARDS

KRUTZ FAMILY CELLARS

OLD WORLD WINERY

Robert Rue Vineyard.

SITELDON WINES

Siduri/NOUY

TWO SHEPHERDS - Vinoteca

Eat, Sip and Be Merry on the Santa Rosa Wine Trail

Ticket Information

TICKET TYPE	PRICE	FEE	QUANTITY
Presale Presale tickets will be available until December 7. Includes \$10 in "wine bucks," commemorative glass, special tastings and activities at 11* wineries on December 8 and 9 from 11 AM TO 4 PM. You must check in (begin) at the winery that you select on the registration form. *Siduri will participate on Saturday only.	\$25.00	\$2.37	<input type="text" value="0"/>
Designated Driver Includes special activities and nonalcoholic beverages. You must check in (begin) at the winery that you select on the registration form.	\$5.00	\$1.27	<input type="text" value="0"/>

Enter promotional code

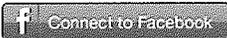





Order Now

Who's Going

Connect to see which of your Facebook friends are going.



SHARE THIS EVENT Be the first of your friends to like this.

Event Details



Your ticket price includes...

Special tastings at 11* urban wineries & tasting rooms
\$10 in "wine bucks" & a commemorative wine glass

Hosted By

Santa Rosa Wine Trail

[Contact the Host](#)

The Santa Rosa Wine Trail is a collection of eleven wineries, three restaurants, and one hotel in northern Santa Rosa in Sonoma County, California. The Santa Rosa Wine Trail card (print yours here or pick one up at one of our member wineries) is your passport to great days and nights of some of the best wine and food Sonoma County has to offer, all in close proximity.

Our members:

Wineries

- Carol Shelton Wines
- D'Argenzio Winery
- Inspiration Vineyards
- Krutz Family Cellars
- Old World Winery
- Paradise Ridge
- Robert Rue Vineyard
- Sheldon Wines
- Siduri/Novy
- Two Shepherds
- Vinoteca

Restaurants & Inn

- John Ash
- Stark's Steak & Seafood
- Willi's Wine Bar
- Vintners Inn

View other Santa Rosa Wine Trail events

Subscribe to receive notifications of future events by this host

Connect with Santa Rosa Wine Trail

Santa Rosa Wine Trail on Facebook

Enjoy food trucks, music, tours & activities
Don't forget... the gift of wine fits just about everyone!

Carol Shelton • D'Argenzio • Inspiration • Krutz Family Cellars • Old World • Paradise
Ridge • Robert Rue • Sheldon • Siduri/Novy* • Two Shepherds • Vinoteca

Must be 21 or older. Proof of age will be required upon check-in.

*Siduri/Novy will participate on Saturday only.

Contact Santa Rosa Wine Trail for event and ticket information.

Use Eventbrite for event ticketing and online event registration.

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Santa Rosa Wine Trail

*Santa Rosa's Premier Artisan Wineries &
Restaurants*

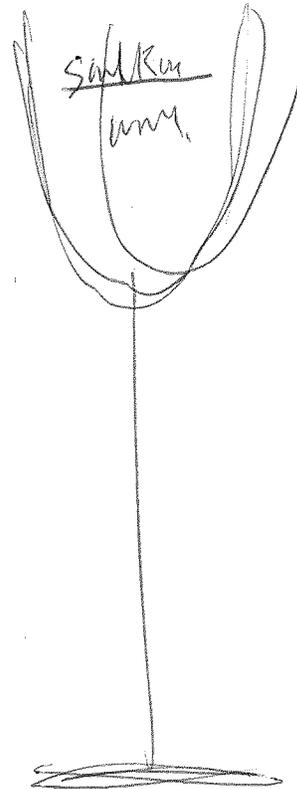
Santa Rosa Wine Trail

The Santa Rosa Wine Trail is a collection of twelve wineries and three restaurants in northern Santa Rosa of Sonoma County. The Santa Rosa Wine Trail card is your passport to a great days and nights of some of the best wine and food Sonoma County has to offer, all in close proximity.

The benefits are simple:

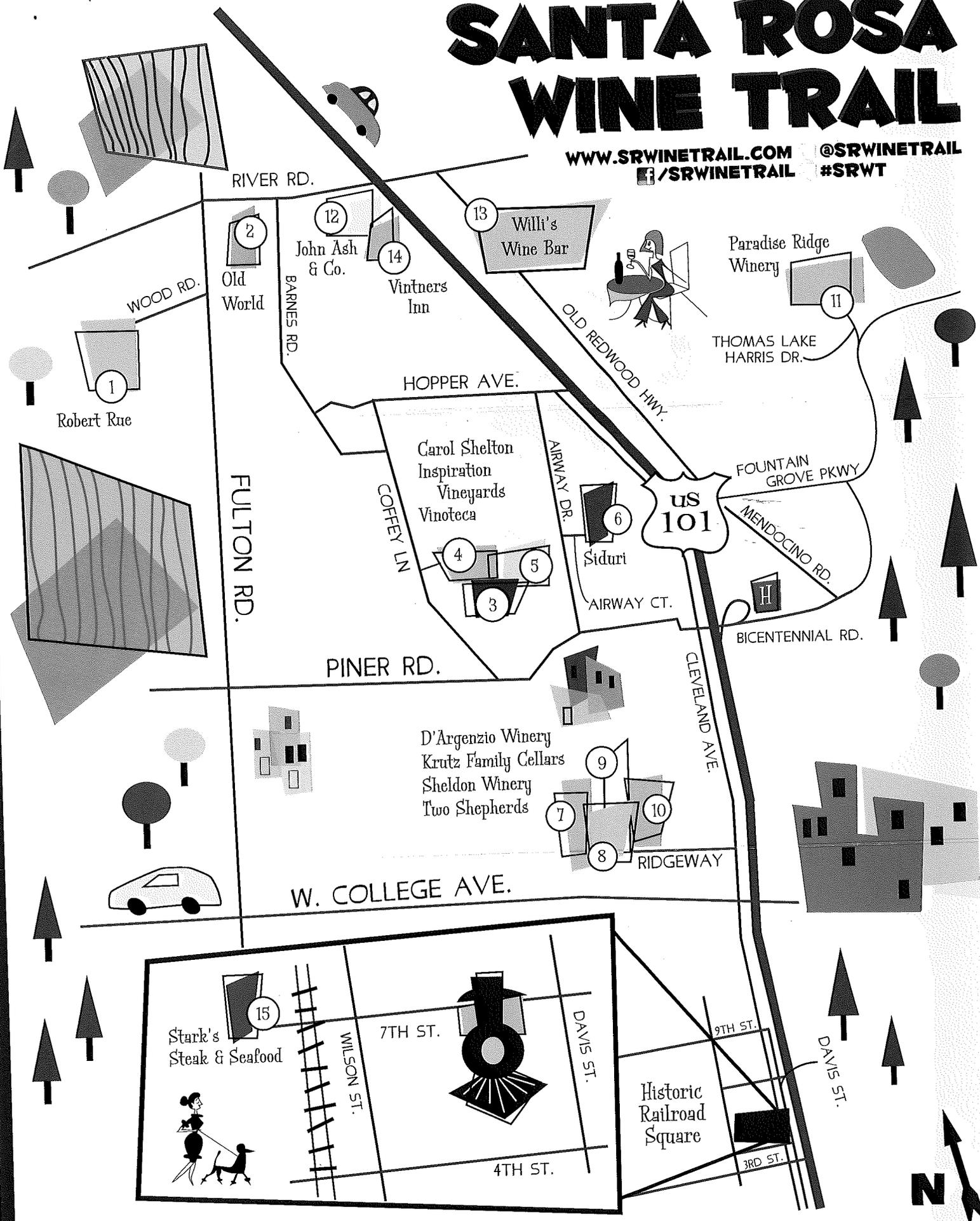
1. Print out or receive the card from one of our members and receive a complimentary tasting at each winery.
2. Collect a stamp from each winery and be entered automatically to win a mixed case of wine.
3. While the card is in progress bring a bottle from one of our wineries along with your card to any of our member restaurants for free corkage.

To get started print the map below or visit any of our member wineries!



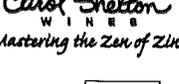
SANTA ROSA WINE TRAIL

WWW.SRWINETRAIL.COM @SRWINETRAIL
 F /SRWINETRAIL #SRWT



PRESENT THIS BROCHURE FOR A COMPLIMENTARY TASTING AND A CHANCE TO WIN A CASE OF WINE!

PRESENT THIS BROCHURE FOR A COMPLIMENTARY TASTING WINERIES

<p>1.  Robert Rue 1406 Wood Road Fulton, CA 95439 (707) 578-1601</p> <p>DATE STAMP</p> <p>Come visit us, walk among our century-old vines and taste our renowned Wood Road Zinfandel.</p>	<p>7.  D'Argenzio Winery 1301 Cleveland Ave. Santa Rosa, CA 95401 (707) 280-4658</p> <p>DATE STAMP</p> <p>Daily 11-5 www.dargenziowine.com #DArgenzioWinery @DArgenzioWinery</p> <p>"Uncorking centuries of artisan excellence."</p>
<p>2.  Old World Winery 850 River Road Fulton, CA 95439 (707) 490-6696</p> <p>DATE STAMP</p> <p>Th-M 11-4 Tu-W by appointment www.oldworldwinery.com #oldworldwine @oldworldwinery</p> <p>"Wines the way nature intended them to taste"</p>	<p>8.  Two Shepherds 1301 Cleveland Ave. Santa Rosa, CA 95401 (415) 613-5731</p> <p>DATE STAMP</p> <p>**By appointment only** www.twoshepherdsvineyards.com #TwoShepherds @2ShepherdsWine</p> <p>"Making Unique Rhone Wines that Express Their Sense of Place"</p>
<p>3.  Carol Shelton Winery 3354B Coffey Lane Santa Rosa, CA 95403 (707) 575-3441</p> <p>DATE STAMP</p> <p>Daily 11-4 www.carolshelton.com #Carolsheltonwines</p> <p>Specializing in delicious single-vineyard Zins from diverse appellations, from Rockpile to Cucamonga.</p>	<p>9.  Krutz Family Cellars 1301 Cleveland Ave Santa Rosa, CA 95401 (707) 536-1532</p> <p>DATE STAMP</p> <p>F-Su 12-6. Or by appointment www.krutzfamilycellars.com #krutzfamilycellars @KrutzCellars</p> <p>An artisan, micro-winery making wines from some of the most prized vineyards throughout Northern California.</p>
<p>4.  Inspiration Vineyards 3360E Coffey Lane Santa Rosa, CA 95403 (707) 237-4980</p> <p>DATE STAMP</p> <p>Th-M 11-4:30 or by appointment www.inspirationvineyards.com #InspirationVineyards @InspirationWine</p> <p>Everybody needs some Inspiration.</p>	<p>10.  Sheldon Winery 1301 Cleveland Ave. Santa Rosa, CA 95401 (707) 865-6755</p> <p>DATE STAMP</p> <p>F-Su 12-6. Or by appointment www.sheldonwines.com #sheldonwines @sheldonwines</p> <p>A Micro-Winery crafting rare and wonderful single vineyard wines. Stop by the sippy room and meet the couple that do it all.</p>
<p>5.  Vinoteca 3358C Coffey Lane Santa Rosa, CA 95403 (707) 542-3292</p> <p>DATE STAMP</p> <p>F-Su 11-5, M-Th 11-5 by appt. www.vinotecataste.com #VinotecaWine @VinotecaTaste</p> <p>A collective tasting room offering limited production wines crafted by some of the best artisan wineries in Sonoma County.</p>	<p>11.  Paradise Ridge 4545 Thomas Lake Harris Dr. Santa Rosa, CA (707) 528-9463</p> <p>DATE STAMP</p> <p>Daily 11-5 www.prowinery.com #paradiseridge @paradiseridge</p> <p>Enjoy our complete wine country experience with "The most Beautiful View in Sonoma County!"</p>
<p>6.  Siduri & Novy Family Winery 981 Airway Ct E & F Santa Rosa, CA 95403 (707) 578-3882</p> <p>DATE STAMP</p> <p>Daily 10-3, by appointment www.siduri.com www.novyfamilywines.com @siduriwines</p> <p>"One of my favorite wineries" -Robert M. Parker Jr. "One of the Napa and Sonoma's Top Winery Tours" -Food & Wine Magazine</p>	<p>Save the date for our EAT, SIP AND BE MERRY! Dec. 8-9 weekend! Tickets: \$25 presale \$35 at the door</p>

RESTAURANTS & HOTELS

Dine with any of the restaurants below and they'll waive corkage on 1 bottle of wine from any of the Wine Trail partners.

<p>12.  John Ash & Co. 4330 Barnes Road Santa Rosa, CA 95403 (707) 527-7687</p> <p>Lunch W-F 11:30-2:30. Dinner F-Sa 5-9 Su-Th 5-8:30 #johnashrestaurant @JohnAshCo</p>	<p>14.  Vintners Inn 4350 Barnes Road Santa Rosa, CA 95403 (707) 575-7350</p> <p>www.vintnersinn.com #vintnersinn When you book your room, mention SRWT and receive a 2 for 1 breakfast at the Vintners Inn Cafe.</p>
<p>13.  Willis Wine Bar 4404 Old Redwood Highway Santa Rosa, CA 95403 (707) 526-3096</p> <p>Th-Th 11:30-9:30 F,Sa 11:30-10 Su,M 5-9:30 www.williswinebar.net #WillisWineBar @williswine</p>	<p>15.  Stark's Steak & Seafood 521 Adams St. (@ Th) Santa Rosa, CA 95401 (707) 546-5100</p> <p>M-Th 11:30-9 F 11:30-10 Sa 5-10 Su 5-9 www.starkssteakhouse.com #StarksSteakhouse</p>

PRESENT THIS BROCHURE WITH A STAMP FROM ALL 11 WINERIES FOR YOUR CHANCE TO BE ENTERED IN A DRAWING THE 15TH OF EACH MONTH FOR CASE OF MIXED WINE FOR \$1.

NAME:

EMAIL:

TEL:

**CARD MUST BE PRESENT TO HAVE YOUR CORKAGE WAIVED AT PARTICIPATING RESTAURANTS.
CARD MUST BE COMPLETED ONE YEAR FROM FIRST STAMP TO BE ELIGIBLE FOR DRAWING.
PRIVACY IS IMPORTANT TO US TOO! SANTA ROSA WINE TRAIL WILL NOT SELL OR SHARE YOUR PERSONAL INFORMATION.**