



California
BEER & WINE
Festival

The 4th Annual California Beer and Wine Festival will take place on October 20th, 2012 in Yuba City's Downtown Shopping District on Plumas Street. Tickets can be purchased in advance on the event website, www.CaliforniaBeerAndWineFestival.com, for \$25/person or on the day of the event for \$30/person. Each ticket provides attendees a souvenir tasting glass and a map to participating businesses that are hosting the visiting breweries and wineries. Tastings are unlimited and last from 1pm to 5pm. In 2011, 18 breweries and 11 wineries participated, pouring over 100 different varieties of beer and wine.

General admission to the street festival is free and provides attendees access to live music presented by local and talented musicians. Located throughout the area will be displays by local artists, vendors, restaurants, non-profits, and other community organizations. Each year, only 2000 tickets are sold but attendance is estimated closer to 4000 attendees because of the free entertainment provided.

Hoagland Heart, non-profit ID 27-0754257, organizes this annual fundraiser and distributes 100% of proceeds, requiring they stay in the Yuba/Sutter community. A small, 10% fraction, is provided to the Downtown Business Association to help their non-profit that focuses on promotion and beautification of the Shopping District. The remaining 90% is allocated throughout the community by way of a variety of deserving non-profits and charitable organizations. All donations are tax deductible. Since 2010, \$9,000 has been allocated to the Yuba/Sutter community. Please see the attached sponsorship form if you are able to donate.

Thank you,

Sarah Norris

Sponsor/Promoter

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