



The Wine Walk occurs during the
Third Saturday of Every Month 2pm- 5pm

NON-PROFIT NAME (to be used for publicity) _____

Contact Name: _____ Title: _____

Secondary Contact Name: _____ Address: _____

City: _____ State: _____ Zip: _____ Phone #: _____ Fax #: _____

e-mail address: _____ Website (not required): _____

Incorporation date _____ EIN _____

Please attach a copy of your IRS 501c3 designation to this application.

Please attach a list of your board of directors to this application.

Please attach a copy of your insurance certificate.

If available, please attach your organization's brochure/fact sheet.

Your Organization's Mission Statement:

How do you propose to promote the Wine Walk with your constituents and the public before, during, and after the Wine Walk?

What's your goal in partnering with the RWMA in this event?

Do you have any ideas as far as the Wine Walk is concerned? The RWMA wants your input to improve the event. We would appreciate your comments after the Wine Walk as well.

Do you have a preference as far as which month you would like to partner with the RWMA. Please provide:

First choice _____ Second choice _____ Third choice _____



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Funds raised from the Wine Walk are used to promote the RWMA area to locals and tourists. Realizing the importance of giving back to the community, the RWMA supports deserving non-profit Organizations as partners in selected Wine Walks throughout the year that fit within the RWMA mission and marketing goals.

CRITERIA for non-profit (NP) entity:

1. Recognized local 501c3 as designated by the IRS. (NP) must provide a copy of their designation letter to the RWMA and complete the application.
2. Excellent reputation in the community for providing effective and economical programming.
3. Capability and staff (paid or volunteers) to partner with the RWMA in promoting and manning the event.

PROCEDURE:

1. RWMA merchant(s) recommends non-profit (NP) to the members. Members agree to support.
2. (NP) agrees to partner.
3. Wine Walk committee meets with (NP) to review procedure. Suggest at least 3 months in advance of date chosen.
4. If (NP) would like logo on wine glass, design must be approved by Wine Walk committee and be submitted electronically at least four weeks before the designated Wine Walk date.
5. (NP) is allowed to have donor boxes at all willing merchants along with a volunteer/staff to man the box and distribute information about the (NP). Merchants are not responsible for donor boxes.
6. The Wine Walk map will state that a portion of funds raised during the Wine Walk is being donated to the (NP) with a brief statement and contact information about the (NP).
7. RWMA welcomes (NP) ideas to promote the Wine Walk before and during the event. All press releases, posters, signage, t-shirts, postcards, etc. created by the (NP) for the Wine Walk must be approved through the Wine Walk committee before release. If applicable, RWMA expects to be included in (NP)'s newsletter, website event listings, etc.
8. The (NP) will receive a portion of the proceeds with a minimum of \$500.
9. A check will be issued to the (NP) within three weeks after the Wine Walk date accounting for all glasses sold.

I agree to the above stipulations (Signature) _____

Date _____ Please print name _____

NON-PROFIT NAME _____

Submissions are reviewed by the members of the Riverwalk Merchants Association on a monthly basis. If the submission is accepted you will be contacted by a member of the executive committee and at that time establish the necessary items, dates, references and additional marketing materials required for the event.

**Submissions can be e-mailed to valerie@wildrivergrille.com
Or mailed to The Riverwalk Merchants Assn., P.O. Box 1606, Reno, NV 89505 USA**