



**DWC  
2016**

## **29th - Dressage in the Wine Country**

**We hope you will participate in our upcoming event!** This year on **June 18, 2016** the Sonoma Chapter of the California Dressage Society will be holding the **29th Dressage in the Wine Country**. The “DWC” is a showcase of local professional and Olympic caliber equestrians. The primary focus is dressage, which is the stepping stone to the amazing acrobatics of those white Lipizzaner stallions. Jumping, western reining & driving are also often represented. Your winery is invited to participate in this exciting event with over 3,000 patrons in attendance. This is an exceptional opportunity to showcase your wine and promote your labels to those who enjoy the best things in life...wine, food, and beautiful horses! What exposure!

Each participating winery name and tasting room address will be featured in our professionally printed souvenir program. Wineries are encouraged to bring and distribute marketing information to this captive group of consumers. In addition, prior to and following the event, we will provide a web-link from our website to yours; and “like” your winery from our FB.

We estimate that each participating winery will pour two (2) cases of wine. Please be prepared to send one or two representatives to pour or let us know and we can provide volunteer pourers. Your representatives are invited to enjoy the professional equestrian exhibition as our guests. The pouring is scheduled from 4-6 pm. The event is held at the Sonoma County Fairgrounds.

**Dressage in the Wine Country** is a charitable event hosted by our 501c volunteer organization, the Sonoma Chapter of the California Dressage Society. We know that in these difficult economic times you must pick and choose carefully which events you will support. Please remember that this event is a value to our local community as well the tourists who attend our event. Your participation makes a difference. We distribute a portion of the proceeds that the event generates to other local charities.

*In summary, our event would provide your winery with great exposure, a superb evening of Northern California equestrian talent, and an opportunity to be a part of the success that allows our continued support of and education about the horse.*