

ROSEVILLE SIP FEST

Roseville's Inaugural Sip and Shop Event

May 16, 2026

Vernon Street, Downtown Roseville

Event Overview

The Roseville Sip Fest will be a passport-style tasting experience designed to highlight Downtown Roseville's vibrant merchant community. Attendees stroll along Vernon Street to enjoy wine, beer, and light bites at 15-20 participating restaurants, retailers, and local venues. This event is crafted to attract both local residents and regional visitors for a fun, social, and engaging afternoon or evening out. Estimated Attendance: 400 participants

Experience for Attendees

- Sample premium wine and craft beer from local Placer wineries and breweries
- Enjoy snacks and tasting-size bites at most stops
- Explore unique Vernon Street merchants
- Receive an event passport + souvenir glass
- Live music or DJ and entertainment zones

Benefits for Participating Merchants & Downtown Roseville

- Increased foot traffic throughout the event
- Exposure to hundreds of new potential customers
- Opportunity to feature signature dishes, drinks, products, or services
- Strengthened community presence and visibility
- Ability to hand out coupons, special offers, or business info

Proposed Ticket Structure

General Admission - \$45-\$55 TBD

Includes tastings at all stops, snack samples, event map/passport, and access to event-day promotions.

VIP Ticket - \$60-\$75 TBD

Includes all GA benefits plus: early entry, bonus tastings, special swag item, and VIP check-in location.

ROSEVILLE SIP FEST

Roseville's Inaugural Sip and Shop Event

May 16, 2026

Vernon Street, Downtown Roseville

Target Audience

- Ages 30-65
- Local residents, young professionals, couples, and friend groups (“besties on the town”), those who shop local
- Wine and craft beer enthusiasts
- Individuals and groups looking for fun, social, community-based experiences

Event Logistics

- 15-20 venues along Vernon Street & nearby merchants
- Centralized check-in location
- Wristband + passport system
- Afternoon event timeframe (1-5 PM with early access for VIP likely)
- Security + ABC permit coordination
- Event management and marketing provided

Items for Coordination

- Merchant participation
- Combined marketing efforts
- Volunteer recruiting
- Introductions for contacts (permits, merchants, sponsor possibilities)

ROSEVILLE SIP FEST

Roseville's Inaugural Sip and Shop Event

Sponsor Opportunities

Benefits	🍷 Grand Cru \$5,000	🍷 Reserve \$2,500	🍷 Vintage \$1,000	🍷 Rosé \$500
Presenting Rights	✔️	—	—	—
Logo on Wine Glass	Premier Placement	Secondary Placement	—	—
Logo on Posters & Street Signage	Largest Placement	Prominent Placement	Shared Placement	Name Listing
Website Sponsor Feature	Homepage + Spotlight Page	Sponsor Page	Sponsor Page	Sponsor Page
Social Media Mentions	6+	4	2	1 Thank You
Email Marketing Inclusion	Dedicated Feature + All Campaigns	Logo in Campaigns	1 Campaign	—
On-Site Booth	Included	Included	Included	—
VIP Tickets	10	6	—	—
General Admission Tickets	—	—	4	2
Swag Bag Inclusion (still TBD or handouts at registration)	✔️	✔️	Optional	Optional
Band/DJ Recognition	✔️	✔️	—	—
Category Exclusivity	✔️	—	—	—
Post-Event Impact Report	✔️	✔️	—	—
First Right of Refusal 2027	✔️	—	—	—