



SATURDAY, DECEMBER 12, 2026 | 4:00 - 7:00 PM | DOWNTOWN BOTHELL

SPONSORSHIP OPPORTUNITIES

PUT YOUR BUSINESS IN THE MIDDLE OF THE HOLIDAYS.

Bothell
WINE.
BEER.
SPIRITS.
Walk

Downtown Bothell's holiday wine, beer & spirits walk brings together three hours of tastings, twinkling storefronts, and local shopping woven through the heart of downtown. Guests move from business to business with a glass in hand, discovering gifts, sipping something new, and enjoying community.

This is where local business and holiday spirit meet.

It is exactly the kind of night worth being part of.



800-1,000

ESTIMATED GUESTS



25K+

COMMUNITY DIGITAL REACH



3 HOURS

DOWNTOWN BOTHELL

HOW DO YOU WANT TO SHOW UP?

Three ways to put your business in front of the crowd - from broad visibility to premium placement.

HIGH VISIBILITY

GOLDEN TOAST

\$1,500

Your brand in every guest's hand.



IN THEIR HANDS

Premier logo placement on the event map & tasting guide, in every guest's hand that night.



ONLINE

Logo and website link on the event page and Chamber site.

Inclusion in all event-week digital collateral.

Three social media posts.

Two community e-newsletter ads with logo.



ON THE STREET

Recognition at check-in tables citywide.

Vendor table if desired at the event to engage the crowd.



JOIN THE FUN

Reserved entrance for 8 to the wine walk.

STRONG EVENT-WIDE PRESENCE

SILVER SWIRL

\$1,000

- Logo and website link on the event page and Chamber site
- Inclusion in event-week digital collateral
- Two social media posts
- One community e-newsletter ad with logo
- Vendor table at the event to engage the crowd
- Reserved entrance for 4 to the wine walk

EASY COMMUNITY PRESENCE

BRONZE BOTTLE

\$500

- Logo and website link on the event page
- One social media post
- One community e-newsletter feature with logo
- Optional vendor table at the event



WANT SOMETHING MORE HANDS-ON?

See the Community Activator opportunity on the next page.

EXCLUSIVE - ONLY ONE AVAILABLE

NORTH STAR SPONSOR

\$2,500

*Be the business guests connect
with the entire evening.*

Take the lead as the map and check-in sponsor for Downtown Bothell's holiday wine walk. This is the top spot for a business that wants its name attached to the whole evening - front and center on every printed piece, woven into the storytelling, and remembered as the business that helped bring the holidays downtown.

INCLUDES GOLDEN TOAST-LEVEL VISIBILITY, PLUS



FIRST BILLING

First billing on the event map and tasting guide.



CENTER STAGE

Featured placement at the central check-in and glass pick-up station.



YOUR STORY

Dedicated sponsor spotlight article shared with the community.



HOST WITH US

Reserved entrance for 12 to the wine walk.



LEAD RECOGNITION

Lead acknowledgment in all event-week promotions and onsite recognition.

HANDS-ON SPONSORSHIP

COMMUNITY ACTIVATOR

\$300+

*You don't have to pour the wine
to be part of the night.*

Show up where the community is gathering, and give people a reason to remember you. The Community Activator opportunity is for businesses that want more than a logo. Set up a stop along the route and give strolling guests something to experience, enjoy, or talk about on their way to the next glass. You bring the energy. We'll make sure they know who you are.

CHOOSE YOUR MOMENT



WARM THEM UP

Hot cocoa, cider, or a fire pit moment for guests stepping in from the cold.



MAKE A MOMENT

A backdrop, ornament-making table, or festive photo op guests will want to share.



SHOW WHAT YOU DO

Showcase your product or service right where the foot traffic is.

INCLUDES



Branded table and signage at your station



Logo in the event digital passport / map



E-newsletter ad with logo



One social media tag

Each business provides its own pre-approved activation materials and staffs its own station. Spaces are limited along the route, so reach out early to lock in your spot.

READY TO JOIN THE WALK?

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**Bothell
Kenmore**
CHAMBER

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