



Culinary Crawl Proposal

The Do Napa Culinary Crawl is a walking food and wine tour featuring Downtown Napa's best culinary destinations. As a local or visitor to Napa, it's the perfect way to experience Downtown Napa's wine tasting rooms and restaurants - all within walking distance.

Advance tickets are \$40 each. Each ticket includes specially prepared bites at each stop paired with exclusive drink specials. The tour includes contests and prizes, making it a memorable culinary experience for anyone who enjoys food, wine, and Downtown Napa.

Agency Tasks

- Planning the theme and/or desired locations and attendees
- Contacting and confirming each crawl location (restaurant, catering-only restaurant, or winery tasting room)
- Building and managing event in Eventbrite for ticket sales
- Building emails and digital ads to promote and sell tickets through social media and local event listings
- Leading the crawl day-of: two staff members checking in attendees, taking care of food costs and leading the raffle.
- Live social media coverage day-of
- Photography and/or video day-of
- Following up with event attendees for feedback and reviews

Costs

		QTY	Total
Agency Cost	15 hours at a rate of \$150/hour	1	\$2,250.00
Partner Costs	\$200 compensation per restaurant	3	\$600.00
	Two \$25 gift cards purchased per restaurant	6	\$150.00
Ad Spend	Digital advertising direct spend		\$500
Subtotal			\$3,500
Total Cost		6/year	\$21,000.00