



Petaluma River CRAFT BEER FESTIVAL

April 2022

We hope that this letter finds you, your family, friends, and colleagues safe and healthy. What a crazy few years we've endured!

After a 2-year Covid hiatus, we hope that you will join us as a sponsoring partner in this highly successful crowd-drawing event. The 8th annual **Petaluma River Craft Beer Festival** will take place on Saturday **September 10, 2022**, along historic Water Street in Downtown Petaluma. It is expected to attract over 1000 people.

All proceeds will benefit River projects, local non-profits, special Petaluma Chamber programs, and Rotary's youth and education programs. It is all about our Petaluma Community!

The Festival will feature:

- The finest **craft beer** tastings, with select North Bay craft breweries pouring unique premium beers produced only in Sonoma and Marin Counties. Hard cider will also be available.
- **Food** tastings from popular Petaluma restaurants and caterers.
- Lively **musical entertainment** by local groups on the 'River Side' stage.
- A sponsorship donation gives your business significant advertising and publicity, in addition to VIP guest passes.

The **Petaluma River Craft Beer Festival** is organized by the Rotary Club of Petaluma Valley and the Petaluma Chamber of Commerce.

We are reaching out to the community now for your support to help us continue this popular festival. Support in *any* amount is appreciated and will make a tremendous contribution to our efforts of publicizing Petaluma, our Craft Breweries, and the Petaluma Food scene. Please take a moment now to fill out the enclosed response form indicating how you can help.

We look forward to hearing from you!

Onita Pellegrini
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Petaluma Chamber of Commerce
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Bonnie Cordoza, 2021-22 President
Petaluma Valley Rotary Club
2022 Craft Beer Fest Committee
www.PetalumaRiverCraftBeerFest.org