



SATURDAY, MAY 2, 2020

Greater Canandaigua Civic Center
250 North Bloomfield Road
Canandaigua, New York 14424-1058
www.gccc.org

September 10, 2019

Dear Vendor Friend of the GCCC,

The Greater Canandaigua Civic Center has enjoyed 28 years of wonderful programs and community events. We are constantly striving to improve our facility and our offerings to the greater Canandaigua area.

“Growlers, Grapes, & Grains”, our signature event in its fifth year, will again be held on **Kentucky Derby Day, May 2, 2020 from 4 – 8pm (tastings end at 7:30)**. Each year we attempt to improve our event. We have **MAJOR CHANGES** taking place this year. Changes this year include:

- **General Admission:** Ticket price **\$25 to include 12 tickets for tastings**. Food will be purchased separately from food vendors.
- **VIP Ticket:** Ticket price **\$50 for wristband to get patrons in one hour early at 4pm including all tastings and food**
- This year we **are offering each beverage vendor that signs up to participate in our event a \$100 stipend** to help offset the cost of product tastings and staffing. The deadline to receive this stipend is December 13, 2019. We have a limited number of spaces available so this offer lasts as long as availability lasts.
- We will be **advertising this year in conjunction with the popular “Springtime in Canandaigua”**, a juried art and fine craft show in its ninth year that will be held on April 24, 25 and 26, 2020. We will be combining advertising for both events as a GCCC “Spring Opener”. Advertising will include radio, print, TV and social media.

We continue to operate as a self-sustaining 501(c)(3) organization. We rely on program fees, facility rental, and fundraising to maintain operations and fund the ongoing upgrades our building requires. We are grateful for your consideration and we are hopeful that you will team with us to make our Spring Opener a fundraising success.

Very truly yours,

David Korpiel

Director, Greater Canandaigua Civic Center