



October 8 & 9, 2011

Dear Cheese Producer,

On behalf of the Riverbank Rotary Club, I would like to invite you to participate in the 2011 Riverbank Cheese & Wine Exposition. Participation would include your donation of cheeses for sampling in the Wine Tasting, and in return, you would be provided a free booth space on the street to sample and sell your products in our “Cheese Row”.

An estimated 60,000 visitors are expected to attend the 35th Annual Cheese & Wine Expo. We expect 1,200-1,400 to participate in our Wine Tasting.

In the past five years, the Riverbank Rotary Club has donated over \$100,000 for charity and community service projects. We are proud of the commitment we have to our community and appreciate you playing a vital role in our success.

Please feel free to contact me with any questions you may have. Attached is the Commitment Form to be completed and returned as soon as possible. We truly hope you will consider joining us at the event this year!

Sincerely,

Chris Elswick

Chris Elswick
2011 Event Coordinator
events@RiverbankCheeseAndWine.org