



*Sample all that the Sierra Nevada region has to offer...*



**Bijou Community Park  
South Lake Tahoe, CA  
Saturday, September 12, 12pm-5pm**

**VENDOR OPPORTUNITIES**

*Why sign up to be a Sample the Sierra Vendor?*

- Showcase your business to more than 1,500 event attendees.
- Reinforce loyalty with current relationships and find new quality business partners from the Sierra Nevada region.
- Gain national media exposure from renowned publications such as Huffington Post, CNN Travel, the LA Times, the NY Times and Washington Post.

*In 2019 Sample the Sierra generated over 8.7 million media impressions:*

- 8M impressions generated by online advertising and content
- 1.5M impressions generated by print advertising and content
- 200K impressions generated by social media promotion

Here are some statistics about the customer you are likely to gain from this event:

- 95% of guests will visit a participating restaurant after attending the festival
- 96% of guests will visit a participating winery/brewery after attending the festival
- Overnight visitors spend an average of \$565 during their 2 night stay
- 76.5% of guests are visitors to the area

*Sample the Sierra aims to increase the awareness of our region's bounty, heritage, culture and activities*

*What else can you ask for?*

**Apply Today**

[www.SampletheSierra.com](http://www.SampletheSierra.com)

