

TOWN OF YOUNTVILLE  
PRESENTS

# MARDI GRAS YOUNTVILLE

YOUNTVILLE  
FEBRUARY 2026



## HOW BUSINESSES CAN GET INVOLVED

- CREATE THEMED PRODUCTS & PROMOTIONS
- DECORATE YOUR STORE FRONT
- SPONSOR A PARADE KREW & ENTER THE PARADE ON 2/7
- PARTICIPATE IN THE AFTER PARTY, INSIDE YOUR BUSINESS OR WITHIN THE PARTY ZONE (2/7, 1 - 4 PM)

## BENEFITS OF PARTICIPATING

- INCREASE YOUR VISIBILITY & REACH DURING THE SHOULDER SEASON
- BE PART OF A TOWN-WIDE EVENT & LARGE-SCALE MARKETING EFFORT
- PROMOTE YOUR BUSINESS TO NEW CLIENTS
- ENCOURAGE PARTICIPATION BY YOUR EXISTING/PREVIOUS CLIENTS, WINE CLUB MEMBERS ETC..
- IT'S FUN!

## MARKETING EFFORTS

MARKETING FOR YOUNTVILLE MARDI GRAS WILL BE SHARED ON THE EVENT WEBSITE, THE YOUNTVILLE.COM WEBSITE, WITH VISIT NAPA VALLEY, AND THROUGH WIDE-SPREAD MARKETING CAMPAIGNS. YOUR INDIVIDUAL BUSINESS OFFERINGS WILL BE HIGHLIGHTED THROUGHOUT.

**EMAIL [SHOLLAND@YVILLE.COM](mailto:SHOLLAND@YVILLE.COM) WITH A DESCRIPTION OF HOW YOU WILL BE PARTICIPATING AND ANY IMAGES OR LINKS!**