



## Invitation to Breweries for the 2019 Art, Beer & Wine Festival \*STIPEND offered!

The 16<sup>th</sup> annual Art, Beer & Wine Festival will be held Mother's Day Weekend.

May 11<sup>th</sup> and 12<sup>th</sup> in the El Dorado Hills Town Center.

*The event is presented by the El Dorado Hills Chamber of Commerce.*

Art, Beer, & Wine Festival has become a tradition in the El Dorado Hills Community. The event offers a fun day of beer and wine tasting, tasty eats from local food trucks, and beautiful works of art available for purchase. We are always looking to enhance this event and we are inviting your brewery to join us and make it even better this year!!!

We invite you to show off your brews and pour at this exciting, long-standing, popular event!

**Date & Hours:** 11am – 5 pm (event hours); noon – 4:30pm (pouring hours); Mother's Day Weekend – May 11<sup>th</sup> and 12<sup>th</sup>

**Brewery Selections:** To sign-up, please fill out the attached Brewery Participation Form and return by Friday, February 23, 2019. This will ensure you're listed on the site when we put pre-sale tasting kits on sale to the public March 1, 2019. We want you to get as much advertising as possible!

**Materials and Requirements:** We will provide: A pop-up tent, table, two chairs, ice, water pitchers, dump buckets, and water for rinsing and up to two complimentary tasting glasses. **If you provide your own pop-up tent you must bring appropriate weights.**

Brewers are responsible for: donation of a minimum of 31 gallons (one (1) bbl) for each day you sign up to pour. Along with your pouring equipment including: one tub per beer name; overflow bucket, cool boxes, CO2, Banner for the booth – no larger than 10' in length. You are also highly encouraged to bring any promotional materials, any linens you may need, small giveaways. No selling of alcohol or promotional items at your booth. We will have "Booth Sitters" and a Hospitality Room for all wineries, artists, brewers, and performers with snacks and refreshments.

**Setup:** Brewers/Distributors may be at the venue as early as 8:30 AM (each day you've signed up for) – but must be completely set up and trucks off the street by no later than 10:45 AM. We begin to have patron foot traffic early since the event begins at 11:00 AM – even though pouring does not start until noon. Brewers will be given booth location and in/out procedures prior to the event — please be sure to share this information with your staff and volunteers.

**Stipend:** We are pleased to announce we will offer a stipend of **\$50** per day to help offset your costs.

**Volunteers:** We understand this is Mother's Day Weekend and you might not be able to have your staff come out to pour. We are happy to recruit volunteers to pour your beer if you need the help – if so, we ask is that you provide us with a "cheat sheet" for volunteers to read while talking to event attendees.

**Thank you for reviewing our invitation – we look forward to promoting your brews!**

# Art, Beer & Wine Festival 2019 Brewery Participation Form

By participating in the 2019 Event—your brewery will be included in the following marketing tactics:

- E Listed on the event website with a link to your site.
- E Listed in the event program.
- E Mentioned in press and all social media tactics.

**Brewery Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**Contact Name** \_\_\_\_\_

**Contact Phone** \_\_\_\_\_

**Contact Email** \_\_\_\_\_

**Web Address** \_\_\_\_\_

**Distributor or Self-Distributed** \_\_\_\_\_

Specific which day(s)  **Saturday only**  **Sunday Only**  **Both Days**

**Complete and submit this form by Friday, Feb. 23, 2019**

Scan and email to [moe@eldoradohillschamber.org](mailto:moe@eldoradohillschamber.org) or

Fax to (916)933-5908

E *Contact Moe Delich at 916.933.1335 ext 102*

Thank you in advance for you participation!