



Brattleboro Brewers Festival

Brewery Application

May 22nd, 2010

Thank you for considering the **First Annual Brattleboro Brewers Festival**. This is a very exciting event for Southern Vermont and the tri-state region. This event will be held at the field on Chickering Drive, across from the Holiday Inn Express on **May 22, 2010**.

Event Details –

- This one session fundraising event will be open to ticket holders at **1pm and will end at 5pm**.
- A pub crawl will be hosted on **Friday the 21st and Saturday the 22nd** showcasing participating brewers.
- There is **no charge for breweries** participating in this event.

The Perks –

- Brattleboro Brewers Festival **will purchase all beer** served at the event.
- Exhibitors will receive **free entrance to the Pub Crawl** held on Friday, May 21 & Saturday, May 22.
- Exhibitors and their representatives will receive access to a **“brewers lounge”** with **complimentary food and drinks** during the span of event.
- Exhibitors and their representatives are invited to attend the **private tasting** event at the close of the festival, from 5pm – 6pm.
- Each Exhibitor representative will receive a **souvenir glass**.
- **Special hotel rates** will be available (details to follow).
- The Brattleboro Brewers Festival welcomes Breweries to **sell their own T-shirts, pint glasses, and other beer gear**. (Please do not bring or sell stickers)

Ticket Sales and Pours - Tickets are for sale to the public for \$25 in advance and \$35 at the door. Each ticket will entitle that guest to 8 pours. Beers which are 4% - 8% ABV will be poured in a quantity of 4oz, beers which are 8.1% and > ABV will be poured in a quantity of 2oz. Attendees may purchase an additional ticket worth another 8 credits on site.

Exhibitor Space – Will include a 3' x 8' table, two chairs and an 8 ½" x 11" sign including brewery name and beers being poured. Large tents will be provided on site, but for those who require individual space, a 10' x 10' pop up tent can be rented for \$50. Exhibitors may use their space to display banners, promotional material, etc.

Booth Cost – The rental for each leased space is waived for Brewers attending the event.

The contract must be returned by February 16, 2010 to be included in all print advertising. Final deadline is by March 1, 2010.

Purchasing Beer – The Brattleboro Brewers Festival will purchase all beer served at the Brattleboro Brewers Festival. The beer list will be mutually agreed upon between the Brewery and the Brattleboro Brewers Festival. We are requesting 2 - 3 beers from each brewery: including one unique beer (new release, a cellared beer, a beer not before sold in this state, test batch, something brewed just for this event, etc.)

Event Details –

- Brewers and brewery staff who will be pouring beer at the event must attend a 12pm session with the State of Vermont Liquor Control Board. This session will last approximately 15 minutes and will certify staff to pour beer at the Brattleboro Brewers Festival one day event.
- All booth set up must be completed by 1pm.
- Exhibitors are welcome to join the Brattleboro Brewers Festival staff from 5pm - 6pm for a private tasting after the event.
- Brewery staff is encouraged to pour their own beer, should you require assistance, volunteers' from the Brattleboro Brewers Festival will be available to assist in pouring (see below for details).

What to Bring –

- A way to dispense your beer. If you work with a Vermont distributor please feel free to work with them to provide for this equipment.
- Feel free to bring any banners you have with your branding, any other type of back drop, or signage to describe or identify the beers you will be pouring. A tablecloth / banner table cover is also encouraged; however we will provide a plain table cover to those who do not have one.
- There will be several large tents on site, but brewers who desire an individual space are encouraged to bring a tent. This is an outdoor event and will be held rain or shine. 10'x 10' tents are available for an additional \$50 from the Brattleboro Brewers Festival if desired.

Pub Crawl –

- Will take place on Friday, May 21st and Saturday, May 22nd from 5 pm – 1am.
- Several area pubs will participate, each featuring a particular brewery of their choice.
- Buses will run between these area pubs and participating area hotels.
- Your ticket to the Brattleboro Brewers Festival will get you on the bus all night for free.
- If you would like to be a featured pub please complete that portion of this application. (Please do not contact pubs directly as the list for them to choose from will be provided to them by the Brattleboro Brewers Festival)

The Brattleboro Brewers Festival invites Exhibitors to attend or speak at pubs serving their beers.

Mail completed forms to:

**Amy Brady c/o
Forty Putney Road B&B
192 Putney Road
Brattleboro, VT 05301**

Brattleboro Brewers Festival Brewery Application

All Exhibitor representatives must be 21 years of age and show valid ID. All Exhibitors must be trained and certified by the Vermont State Liquor Control Board at 12 pm on May 22, 2010.

Please return this completed application and a signed copy of the Brattleboro Brewers Festival Agreement to the address on page 2.

Name of person Managing Exhibit: _____

Company Name (this is how your company will be listed): _____

Company Address: _____

City/State/Zip: _____

Phone/Fax: _____

Email: _____

Website: _____

<u>Exhibitor Representative Names (must be 21+)</u>	<u>Cell Phone #</u>	<u>Email</u>
1. _____		
2. _____		
3. _____		
4. _____		

Will you be serving from logs, kegs or bottles? _____

Please list the beers you wish to bring. We are requesting at least one flagship beer and one unique beer (new release, cellared beer, a beer never released in this state, test batch, something brewed just for this event, etc.) Also include a description of the beer including ABV and IBU as you would like it printed in the program. Feel free to use the back of the form, or attach a description.

1. _____

2. _____

3. _____

The Brattleboro Brewers Festival will provide ice to Exhibitors. Do you require any other equipment?

(yes / no) _____

Comments: _____

Will you require Brattleboro Brewers Fest Volunteers to pour beer at the event? (yes / no) _____

Comments: _____

Do you require the Brattleboro Brewers Festival to provide a 10 x 10 tent at an additional cost of \$50?

Please note, this is an outdoor, rain or shine event. (yes / no) _____

Comments: _____

Do you require the Brattleboro Brewers Festival to provide a tablecloth? (yes / no) _____

Comments: _____

Do you require electric? (yes / no) _____

Comments: _____

Are you interested in having your brewery and beer featured at one of the pubs participating in our pub crawl? (Participating beer must be available through a licensed VT Distributor) (yes / no) _____

Comments: _____

If yes, would you be able to have a representative (brewer, owner, sales) at a pub for at least 1 hour during the pub crawl?

Name /Title of Representative: _____

Contact information for Representative: _____

I have reviewed, understand and agree to the details on this document:

Prepared By: _____

Title: _____

Signature: _____

Date: _____

Brewers and Brewery Staff can contact Tim and Amy Brady with any questions:

Email us: amy@hereforthebeer.com or tim@hereforthebeer.com

Call us: (Forty Putney Road Bed and Breakfast) 802-254-6268

Festival website: www.brattleborobrewfest.com

BRATTLEBORO BREWERS FESTIVAL AGREEMENT

This Brattleboro Brewers Festival Agreement (this “Agreement”) is entered into between the Exhibitor identified on the signature page below and the Brattleboro Brewer’s Festival on this _____ day of _____, 2010.

RECITALS

WHEREAS, the Exhibitor intends to serve or provide beer to individuals attending an event sponsored by the Brattleboro Brewers Festival on or about May 22, 2010, to be held at an exhibit space at the field across from the Holiday Inn Express on Chickering Drive, Brattleboro Vermont (the “Event Location”), for the duration of the 2010 Brattleboro Brewers Festival (the “Event”);

WHEREAS, the Brattleboro Brewers Festival wishes to license to the Exhibitor a designated portion of the Event Location (the “Licensed Space”) in accordance with the terms of this Agreement;

WHEREAS, it is recognized and agreed that the Brattleboro Brewers Festival employees, agents and affiliates will not be involved directly in serving or providing beer to those attending the Event; and

NOW, THEREFORE, it is agreed between the Brattleboro Brewers Festival and the Exhibitor as follows:

1. Subject to the terms and conditions contained herein and upon acceptance by the Brattleboro Brewers Festival of the Application attached hereto as Exhibit A, the Brattleboro Brewers Festival shall license to the Exhibitor the Licensed Space during the Event. In addition to the Licensed Space, the Brattleboro Brewers Festival shall also provide 3’x8’ table and two chairs. The Exhibitor’s logo and the brand names of the beverages being provided by the Exhibitor will be printed on an 8½“x11” sign to be displayed at the Event. Exhibitor may display their logo material (banners, signage etc) within their space.
2. The cost of the Licensed Space and other items provided by the Brattleboro Brewers Festival shall be waived for Breweries participating. A 10’x10’ pop up tent will be provided for an additional cost of \$50. The total amount due must be paid prior to February 5, 2010 in order for Exhibitor’s information to be included in print material. The final deadline for participation in the Event is March 1, 2010.
3. Each Exhibitor will receive a souvenir glass. A VIP and Brewers Lounge will be set up in the conference room at the Holiday Inn Express on May 22, 2010 from 12pm – 5pm complete with complimentary food and restrooms. Each Exhibitor will receive free entrance to the Pub Crawl held on Friday, May 21, 2010 and Saturday, May 22, 2010.
4. Exhibitors pouring beer at the event must attend a 12pm State of Vermont Liquor Control Board training session to be certified for the Event. Open admission begins at 1pm. This one session event will end at 5pm. Exhibitor and their staff are invited to join the Brattleboro Brewers Festival staff from 5pm-6pm for a private tasting after the Event.
5. The Brattleboro Brewers Festival will purchase all beer served at the Event. The list of beer to be served by the Exhibitor shall be mutually agreed upon between the Exhibitor and the Brattleboro Brewers Festival prior to the Event.
6. Tickets will be for sale to the public for \$25 in advance and \$35 at the door. Each ticket will entitle that guest to 8 pours. Beers which are 4% - 8% ABV will be poured in a quantity of 4oz. Beers which are 8.1% and > will be poured in a quantity of 2oz. Attendees may purchase an additional ticket worth another 8 pours on site.

7. A pub crawl sponsored by Brattleboro Taxi will take place on Friday, May 21, 2010 and Saturday, May 22, 2010 from 5pm – 1am at several local pubs (the “Pub Crawl”) that will each have a special beer list for the event. Buses will run between these pubs and area hotels. The Pub Crawl is free for all Exhibitors. The Brattleboro Brewers Festival invites the Exhibitor to attend or speak at pubs serving their product.

8. Exhibitor agrees to indemnify and hold harmless the Brattleboro Brewers Festival, its directors, officers, employees, agents, affiliates, distributors, successors and assigns from any and all liability arising from the Event. This Agreement extends, but is not limited to, any and all expenses, including attorney’s fees, damages, judgments, fines, settlements and all other amounts that the Brattleboro Brewers Festival becomes legally obligated to pay because of any claim or claims made against the Brattleboro Brewers Festival arising from the Event. In the event of any lawsuit or administrative proceeding, it is agreed that Exhibitor will pay the fees of attorneys retained by the Brattleboro Brewers Festival to represent the Brattleboro Brewers Festival in connection with said suit or proceeding. To the extent the Brattleboro Brewers Festival directors, officers, employees, agents and affiliates are required to attend proceedings or participate in responding to any such claim or claims, the Brattleboro Brewers Festival will be entitled to recoup the actual expense incurred by the loss of time those individuals are required to dedicate in participating in such proceedings

9. If the Brattleboro Brewers Festival receives written notice of cancellation no fewer than 60 days prior to the Event, the Exhibitor will receive a full refund. If the Brattleboro Brewers Festival receives written notice of cancellation fewer than 60 days prior to the Event but no fewer than 30 days prior to the Event, the Exhibitor will receive a 50% refund. If the Brattleboro Brewers Festival receives written notice of cancellation fewer than 30 days prior to the Event, the Exhibitor will not receive any refund.

Dated: _____, 2010. The Brattleboro Brewers Festival

By: _____
Its duly authorized agent

Dated: _____, 2010. Name of Exhibitor:

By: _____
Its duly authorized agent