



# 2016 Brewery Agreement

7th Annual Weko Beach Brewers Fest!

Saturday, October 14th, 1-7 pm

The Weko Beach Brew Fest is Southwest Michigan's largest craft beer festival offering live music and great food to 3,500+ visitors from Southwest Michigan, South Bend, Valparaiso, Chicago, Indianapolis, Kalamazoo, Grand Rapid, Detroit, Michigan, Toledo, Columbus, and Cincinnati. Admission is \$25 in advance and \$35 at the door and includes 12 tasting tickets, free parking and shuttle, and free sunset on Weko Beach.

## Brewery Responsibilities:

- Deliver beer to Weko Beach event site
- Handle kegs during event
- Provide pouring equipment, cold boxes, pitchers, and all equipment needed to serve
- Provide signage, banner at brewery table
- Provide a minimum of two concurrent pouring volunteers from 1 – 7pm (festival will assign volunteers if not provided by October 1<sup>st</sup>, 2016)
- Promote festival through brewery tasting room, web site, email, social media
- Provide brewery logo in EPS and JPG formats
- Conform to following volume/price caps: no keg exceeds \$200. Combined total of open kegs at any one time will not exceed \$600. Following initial taps, all future taps are approved by festival Beer Coordinator and unauthorized taps may not be charged to festival

## Fest/Distributor Responsibilities:

- Provide two 8' tables and 2 chairs per brewery
- Cover costs outside beer operations, including tents, staff, music, security, cups, ice, parking/shuttle
- Provide extensive PR campaign to local, regional, and national media
- Implement an advertising campaign including posters, flyers, web site, and social media
- Distributor provides keg cold storage and beer tech

## Brewery Vendor Agreement

Name of Brewery \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_ Mobile \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_ Email \_\_\_\_\_

Distributor Name / Contact Name / Phone: \_\_\_\_\_

By signing this agreement or typing my name below, I hereby acknowledge and accept all terms of this vendor application and agreement which is a legal contract between me (Vendor) and the Event Producer (CGA and I agree to provide the beers listed on the second page of this agreement.

\_\_\_\_\_  
Brewer Signature

\_\_\_\_\_  
Date

*To guarantee your spot in the festival, email completed agreement with beer selection by 09/14/17 to [director@lake2grapes.com](mailto:director@lake2grapes.com)  
Breweries must return a signed contract to participate.*

## Rules and Regulations – 2016 Weko Beach Brewers Festival

1. **Contract Cancellation:** The Greater Bridgman Area Chamber & Growth Alliance (CGA) reserves the right to cancel a vendor contract at any time for the good of the festival, by its sole discretion or by the direction of its clients. Any cancellations by management will be refunded if vendor has followed the rules and regulations. Cancellation or suspension because of lack of proper city licensing or failure to meet or maintain guidelines will not be eligible for refunds.
2. **Exclusivity:** We do not provide guaranteed exclusivity to any vendor.
3. **Booth Placement:** We reserve the right to relocate a vendor when necessary even after the space has been assigned.
4. **Water:** Unless otherwise specified, running water is **NOT** provided.
5. **Electricity:** No personal or small portable generators are permitted on grounds of the event for use within your booth.
6. **Music:** The festival limits playing of recorded or live music in your booth. All music must be pre-approved by festival.
7. **Laws:** Drilling in event site is not permitted. Violators will be subject to a fine of \$200 and/or space cancellation by CGA. You are directly responsible for any city violated ordinances and fines.
8. **Set-up and Tear-down:** Each vendor is responsible for setup, take down and clean up of his/her stand. Vehicles are allowed on the event site only for setup prior to the event and tear down once the festival closes. You will be notified when it is safe to bring your vehicle on the event site. Unless otherwise noted, parking is not provided to any vendor. Load –in/set-up times are provided in the confirmation letter sent to you prior to the event. You must remove your vehicle immediately after unloading your merchandise.
9. **Trash Disposal:** Each space must be left clean throughout the event. Trash receptacles and bags will be provided. Trash (in bags) must be placed inside garbage receptacles (provided). All garbage left unbagged will be subject to a fine of a \$100 and/or loss of vending privileges. Sidewalks/walkways must be left unobstructed unless otherwise indicated.
10. **Business Conduct:** Vendors and their employees must maintain the highest degree of professionalism in their booths and on event grounds at all times.
11. **Indemnification:** CGA, employees, related festival providers of goods and services, or any participating sponsor will NOT be responsible for any injury, loss, or damage that may occur to the vendor, or to the vendor’s employees or property from any cause whatsoever prior to, during or subsequent to the period covered by the vending contract; and the vendor signing this contract expressly releases all of the foresaid from, and agrees to indemnify each of them against any and all claims from such loss, damage or injury from participation in the event.

### Itemized Beer List

Beer _____	Keg Size _____
Style (short version) _____	Price _____
Beer _____	Keg Size _____
Style (short version) _____	Price _____
Beer _____	Keg Size _____
Style (short version) _____	Price _____
Beer _____	Keg Size _____
Style (short version) _____	Price _____
Beer _____	Keg Size _____
Style (short version) _____	Price _____
Beer _____	Keg Size _____
Style (short version) _____	Price _____

*For guaranteed inclusion in tasting guide (first four selections), itemized beer list must be returned with contract*