



2016 Brewery Agreement

TOAST THE COAST at the 7th annual Brewers Fest!
Saturday, October 29th, 1-7 pm
Weko Beach, Bridgman, Michigan

The Weko Beach Brewers Festival is Southwest Michigan's largest craft beer festival! For our participating breweries, it's a showcase event to offer samples (tastes or by the mug) of their wonderful locally-produced craft beers from Michigan. This festival offers live music and tasty cuisine from local restaurants, and hosts visitors with the following demographics:

Attendance: 3,500+

Admission: \$25 in advance, \$35 at the door, with 15 tasting tickets

Attendees: Southwest Michigan, South Bend, Valparaiso, Chicago, Indianapolis, Kalamazoo, Grand Rapid, Detroit, Michigan, Toledo, Columbus, and Cincinnati.

Ages: 25-54 - 55% male / 45% female

Brewery Provides/Does:

- Beer delivery to Weko Beach event site
- Handling of kegs during event
- Pouring equipment, cold boxes, all equipment needed to serve
- Signage, banner at brewery table
- Minimum of two pouring volunteers on staff between 1 – 7pm
- Promotion through brewery tasting room, web site, email, social media
- Brewery logo in EPS and JPG formats
- No keg shall exceed \$200. Combined total of open kegs at any one time shall not exceed \$600. Following initial taps, all future taps must be approved by the festival Beer Coordinator

Fest/Distributor Provides/Does:

- Two 8' tables and 2 chairs per brewery
- All general operating costs outside beer operations, including big top tent, staff, live music, security, cups, ice, and a parking & shuttle program
- Extensive PR campaign to local regional and national media
- Advertising campaign including posters, flyers, web site, and social media
- Distributor provides keg cold storage and beer tech

Rules and Regulations – Weko Beach Brewers Festival

- 1. Contract Cancellation:** The Greater Bridgman Area Chamber & Growth Alliance 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 the playing of recorded or live music in your booth. All music must be pre-approved by festival committee.
- 7. Laws:** Drilling in the event site is not permitted. Violators will be subject to a fine of \$200 and/or space cancellation by the Greater Bridgman Area Chamber & Growth Alliance. 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 and each night. 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:** The 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.

Brewery Vendor Agreement

Contact Information: (All Information is required)

Name of Brewery: _____

Contact Name: _____

City: _____ State: _____ Zip: _____

Phone: _____ Mobile: _____

Email Address _____

Distributor: _____ Contact Name & Phone _____

Detailed Description of Beer Brand/Style to be Sold

Beer _____

Style _____

Keg Size _____ Price/Keg _____

Beer _____

Style _____

Keg Size _____ Price/Keg _____

Beer _____

Style _____

Keg Size _____ Price/Keg _____

Beer _____

Style _____

Keg Size _____ Price/Keg _____

By signing this agreement, I hereby acknowledge and accept all terms of this vendor application by which will be considered a legal contract between me (Vendor) and the Event Producer (CGA) and therefore accept all terms and conditions of this agreement. Under all circumstances unless stated in the rules and regulations, there are no refunds.

Vendor Signature

Date

Return completed agreement (this page only) by **August 28th**:

Mail to Calli Berg, CGA, PO Box 871, Bridgman MI 49106 or email to director@lake2grapes.com