



Invitation to Breweries for the 2017 Art, Beer & Wine Festival *STIPEND offered!

The 14th annual Art, Beer & Wine Festival (formally the Art and Wine Affaire) will be held Mother's Day Weekend – May 13th and 14th in the El Dorado Hills Town Center.

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

As in past years, there will be fabulous fine art that will be displayed throughout the Town Center's main street, live entertainment and more. New this year, we will bring in food trucks and craft beer tasting along with our wine tasting to enhance the event and provide more options to our guests.

We invite you to show off your brews and pour at this exciting, long-standing, popular event! Now with the addition of craft beer – the 14th annual event is sure to be the best one yet!

Date & Hours: 11am – 5 pm (event hours); noon – 4:30pm (pouring hours); Mother's Day Weekend – May 13th and 14th

Brewery Selections: To sign-up, please fill out the attached Brewery Participation Form and return by Friday, February 24, 2017. This will ensure you're listed on the site when we put pre-sale tasting kits on sale to the public March 1, 2017. 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.

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 (but please no stickers) and nothing should be sold 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 2017 Brewery Participation Form

By participating in the 2017 Event—your brewery will be included in the following marketing tactics:

- Listed on the event website with a link to your site.
- Listed in the event program.
- 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 Fri. February 24,
2017 (or sooner!):**

Scan and email to laura@eldoradohillschamber.org

Fax to (916) 933-5908

- Contact Laura Newell at 916.933.1335 ext 2#

Thank you in advance for you participation!