



4th Annual Craft Beer and Wine Festival at the Orchard Town Center benefiting the Marc Jr Foundation Brewery Application September 21, 2019

Thank you for participating in the 4th Annual Craft Beer and Wine Festival at the Orchard Town Center benefiting the Marc Jr Foundation. This event was overwhelmingly successful in 2016 and we are super excited that the Orchard Town Center is once again hosting this event on September 21, 2019, from 3:00 pm to 8:00 pm.

~Please note The Craft Beer and Wine Festival is adding PEOPLE'S CHOICE voting year!

***To participate in the Festival- it is NOT required to enter the People Choice Award Competition**

Event Details

- All booth set up must be completed by 2:00 p.m.
- This event will be open to VIP attendees at 3:00 p.m. and will end at 8:00 p.m.
- Brewery staff is required to pour their own product. You are encouraged to have one of your representatives around your area as much as possible, to talk about your beer or brewery with Festival guests and distribute information regarding your beers (flyers, coasters, table tents, etc.)
- We highly recommend that you provide discount cards or other incentives to attract Festival guests to your brewery. These can also be added to the swag bags that will be handed out at the event
- The Marc Jr Foundation will provide ice as needed throughout the day
- Winners announced and prizes presented at 8:30 p.m.

People Choice Award Judging

New this year to the festival is the inclusion of a People's Choice Competition. Each brewery in attendance will be allowed to submit one (1) beer to be judged by festivalgoers. To ensure your application - Beer - is in the running for the

People's Choice Award Applications

must be submitted and accepted by September 21, 2019.

Judging coins will be provided to each donating participant. The judging will be based on appearance, smell, and overall impression of the beer BUT it will come down to judging based on the best overall taste. Prizes are awarded to the winner, at the event, on the podium at 8:30 PM and you must be present to win.

Event Director

Lynette Apodaca: events@marcjr.org / 720-840-4995

Ticket Sales and Pours

Tickets are for sale to the public. Each ticket will entitle that guest to sampling from **4:00 pm to 8:00 pm**. All beer samples will be poured in a quantity of 2 oz. Attendees will be given an imprinted sample glass. This is the **ONLY** container beer may be poured into. Remember that the 2 oz. pour rule applies to beer you and your representatives pour for yourselves. The Festival attendees will pay a one-time Festival fee, which will get them a wrist band (indicating that they are 21 years of age or older and have paid) and a Festival tasting glass for as many 2 oz. samples as they can responsibly consume. There will be a trained crew of Festival staff and volunteers located throughout the Festival to handle every beer festival activity. There will also be live entertainment, and of course, plenty of food.



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Exhibitor Space

- Exhibitors may use their space to display banners, promotional material, etc.
- We are requesting a description of the beers for our program
- Please note that bottled product will be poured into the consumers tasting glass before it leaves your area.

Festival

Brewers will be responsible for arranging transportation for their beer. Beer may not be brought onto festival grounds until 9:00 am on September 21, 2019 and must be removed by 10:00 pm September 21, 2019. If you have any questions about the formalities of providing your product to the Festival, please contact the festival director.

What to Bring

- A way to dispense your beer.
- 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.
- We recommend that you provide incentives to attract Festival guests to your brewery.

Brewery Representation

Each participating brewing company will be given two (2) VIP passes for staff at the Festival that can be exchanged among brewery staff and representatives as needed. All brewery representatives must be at least 21 years of age. All brewery representatives will be required to show proof of age before being issued their pass.

Brewery representatives will be expected to conduct themselves in an appropriate and professional manner at all times during the Festival. Any activity on behalf of a brewery or brewery representative(s), which contradicts Colorado state law, may be subject to ejection at the discretion of the Festival Director.

Location:

The Orchard Town Center
14697 Delaware St., Westminster, CO 80023

Event Schedule: September 21, 2019

9:00 a.m. -- 2:00 p.m. -- Set up
3:00 p.m. -- 4:00 p.m. -- VIP Hour
4:00 p.m. -- 8:00 p.m. -- Event hours, live music, beer and food
8:00 p.m. - 8:30 p.m. -- Event Breakdown
8:30 p.m. - Award ceremony on Main Stage



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All Exhibitor representatives must be 21 years of age and show valid ID.

Please return this completed application and agreement to:

Mailing: Marc Jr Foundation, PO Box 33042, Denver, CO 80233; or

E-mailing: events@marcjr.org

Application Deadline: September 21, 2019 (for custom voting bucket and ONE FREE voting coin)

Application Deadline-General: September 21, 2019

(*Please note any registration forms received after June 1st will forfeit the custom voting bucket and free coin)

(*Please note we will not process incomplete Applications)

Brewery Name: _____

Contact Name & Title: _____

Email Address: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone Number: () _____

Will you be providing your own tent?

YES

NO

Did your brewery participate in the 2018 Festival

YES

NO

Did you participate last year?

YES

NO

What we will provide:

Tables, chairs, tents, ice, dump buckets, and garbage cans.

What you will provide:

Enough of your signature beers to serve 500 people, jockey boxes, CO2, signs, banners, and representatives to pour.

Name of Exhibitor: _____

Sign By: _____ Date _____

Its duly authorized agent signature



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Please list the beers you wish to bring. If you wish you can 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. _____

Please list the beer you wish to have entered in the People Choice Awards Competition.

Please include a description of the beer, including ABV and IBU as you would like it printed in the program.

***to participate in Festival- it is NOT required to enter the People Choice Award Competition**

Feel free to use the back of the form, or attach a description.

1. _____
- _____
- _____

Comments: _____
