



Presented by:
Chemainus BIA &
Riot Brewing Co.

912
4 2017

COWICHAN VALLEY
CHEMAINUS

1:00 TO 5:00 PM

YOU'RE INVITED TO PARTICIPATE IN THE

Annual Cowichan Craft Beer and Food Festival on August 12, 2017 in Chemainus. Returning for our second year, we are excited to move forward with the same highly successful format. Our focus is on CRAFT BEER with a selection of local food participants to round out the offerings. But make no mistake, we are all about the beer! With a nod from the **BC CRAFT BREWERS GUILD**, we are honoured to have been selected as a partner and have decided to donate \$1 from each ticket back to the guild.

Last year tickets were sold out within a month, three weeks before the event. We currently have a waiting list for pre-sale tickets and have already been broached about media stories moving forward. We anticipate a high demand for the 2017 festival. Join us for the industry sales showcase (if you wish to participate), general admission beer festival, and after party all in one day.

We will **PAY FOR ALL THE BEER TAPPED**, therefore you will not be required to cover the product costs. Please see attached pages for specific details, booth space is limited so please register early.



PRE-REGISTRATION CLOSE: April 28, 2017



Should you wish to participate, please go online to register through our online form at www.craftbeerandfoodfest.com/vendor-registration or ensure the following registration form is completed and returned by April 28, 2017. This is so that we can solidify marketing materials and release with your logo and information extending your reach.

With much excitement and anticipation, we hope to have you participate in our 2017 event. Please review this vendor package and let us know if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "K. Adams".

Krystal Adams
Marketing and Events – Chemainus BIA
250-216-4239
kadams@visitchemainus.ca



"We are pleased to partner with the Chemainus Business Improvement Association and Riot Brewing as they showcase the vibrant BC craft brewing community."

- Ken Beattie, Executive Director BC Craft Brewers Guild.



TIMELINE

9:00 - 11:00

Load In/Set-Up

11:00 - 12:15

Industry Sales
Showcase

12:15 - 12:30

Clear out & Final Prep.

12:30 - 1:00

VIP Ticket Entry

1:00 - 5:00

Craft Beer & Food
Festival

5:00 - 5:30

Tear Down

5:30

Brewer
Payment On-Site

6:00+

Celebration
& tour at
Riot Brewing Co.



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EVENT INFORMATION 2017

Thank you for considering participating in our 2017 Craft Beer and Food Festival. We believe everyone should have the love of craft beer that we have, and this event promotes exactly that. As the only truly craft beer only festival in Cowichan, we attract your target market exclusively!



DATE: August 12, 2017 | **TIME:** 12:30 - 5 pm | **LOCATION:** Chemainus, Vancouver Island

POUR SIZE: 4 oz | **TICKETS:** \$25.99+tax | **TOKENS:** 5/ticket - additional tokens \$2.⁵⁰/ea.

YOUR SET-UP FEE : FREE | **STAFF ENTRY:** 2 per brewery (call us for additional staff)

EXPECTED ATTENDEES: 1,200 people | **WE PAY YOU FOR ALL YOUR TAPPED KEGS**

HOSTED BY: Chemainus BIA & Riot Brewing Co. | **PARTNER:** BC Craft Brewers Guild



ORGANIZERS: With an organizing duo who has a history of planning and executing many events that boast the lively beer culture; it was important to the CBIA and Riot Brewing Co. that we bring the craft beer market into Chemainus and the Cowichan Valley. Both lead contacts are seasoned industry professionals.

YOUR BRAND: With a main focus on Craft breweries, it is our absolute mission to ensure your brand is showcased front and centre so that you can gain maximum visibility. Through both our marketing and take home items, there will be multiple brand reference points for our guests to view.

WE WILL BE PAYING FOR ALL YOUR TAPPED KEGS.

PAYMENT: Each ticket holder will receive tokens that they are able to exchange for a 4 oz pour. At the end of the event, we will pay you same day/on-site for your product. Simply bring your receipts (issued upon entry per keg) to the front at 6:30 pm and a cheque will be written for you.

MARKETING MATERIAL: We will have the following to promote your brewery as well as the event itself in circulation with the general public. We want them to see your brand and get them excited about tasting your product.

- | | | | |
|-------------------------|---------------|---------------------|---------------------|
| • Newspaper Advertising | • Posters | • Radio Advertising | • Banners |
| • Online | • Website | • Social Media | • Take-away booklet |
| • Event Media | • PR Exposure | • Magazines | • And more... |

SET-UP/BOOTH AREA & PROVISIONS: We will supply a 10'x10' area, table, table coverings, rinse bucket, fresh water, and your first batch of ice. Additional details can be reviewed on the Registration form attached or online at www.craftbeerandfoodfest.com/vendor-registration.

DISCOUNTED LODGING: We will be working with hotels in the area. We can provide details if required, please check appropriate box for information when registering. We can also arrange transport back to your lodgings following the after party for a minimal transportation fee.

EVENTS

11:00 - 12:15 | INDUSTRY SALES SHOWCASE (OPTIONAL PARTICIPATION)

Inviting local restaurants, liquor stores and other businesses holding a liquor license into the grounds, this pre-event allows you to educate buyers about your product and sample what you have to offer.

12:30 - 5:00 | CRAFT BEER AND FOOD FESTIVAL

Opening doors 30 minutes early for VIP's, at 1:00pm the festival kicks off with general admission.

6:00 - 11:00 | AFTER PARTY - BREWERS ONLY

All brewery participants are invited for celebratory food and refreshments at Riot Brewing Co. Mix, mingle, and enjoy your fellow brewers company.

"We are excited to support the Craft Beer and Food Fest in Cowichan Valley." - Ken Beattie, Executive Director BC Craft Brewers Guild.





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SEND TO
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visitchemainus.ca
or by fax
(250) 246-3251
Attn:
Krystal Adams
CBIA

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CALL
Questions
or special
arrangements
required?
(250) 216-4239

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REGISTRATION FORM 2017

Online registration available at: www.craftbeerandfoodfest.com/vendor-registration

◆ SET-UP INFORMATION

The area will be a roped off to allow for unloading directly in front of the event area. We will need you to bring your product in to the grounds and park in the required area before set-up. A load-in time will be requested and confirmed closer to the event date.

LOAD-IN TIME: 9:00 am - 11:00 am | **LOCATION:** Chemainus (currently reviewing 2 venue areas)

BOOTH AREA: Your set-up space will include a 6' table in a 10'x10' space. Please bring a tent if you would like to be covered (venue is non-covered). No tent? We may have a limited few we can lend.

PROVISIONS: We will provide the tables, table cloths, water + pitcher, rinse bucket, branded token box. Ice is available for jockey boxes/beer dispense units on order.

SIGNAGE/MATERIALS: Please feel free to bring as much signage as you would like, as well as handing out any promotional or material you see fit. We will also be giving out a program featuring your brand beer, and tasting notes you submit.

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◆ PRE-REGISTRATION FORM (CLOSES APRIL 28, 2017)

Please review and complete the following before the Registration close date of April 28, 2017.
If multiple breweries are being represented by a distributor, please fill out a separate form for each.

COMPANY & CONTACT INFO

COMPANY: _____

Will you be participating in the industry sales showcase before the event? ☐ Y ☐ N

CONTACT: _____

TITLE: _____

ADDRESS: _____

CITY: _____ **POSTAL CODE:** _____

PHONE#: _____ **FAX#:** _____

ON-SITE CONTACT: _____

CELL#: _____ **EMAIL:** _____

ARE YOU ABLE TO BRING A TENT? ☐ Yes ☐ No (CBIA has limited quantities avail.) ☐ Unsure

DO YOU REQUIRE ICE? IF SO, HOW MANY 8 LB BAGS? _____

DO YOU REQUIRE INFO ON DISCOUNTED LODGING? ☐ Yes ☐ No

HOW WILL YOU SEND YOUR VECTOR BASED LOGO? ☐ Attached (this email) ☐ A separate email will come

Vector based logo files end in .ai | .pdf | .eps

No vector logo? Please send a high resolution .jpg

* Logo must be emailed by April 30th in order to appear in marketing materials.

WHAT WILL YOU BE SHOWCASING:

BEER #1 NAME: _____

BEER #2 NAME: _____

BEER #3 NAME: _____

BEER #4 NAME: _____

Additional beer which you would like to showcase can go on the back of the form or a subsequent page if required.

If you have descriptions/tasting notes, please email those to me so that we can put as much information as possible online.

"We are excited to support the Craft Beer and Food Fest in Cowichan Valley." - Ken Beattie, Executive Director BC Craft Brewers Guild.

