



**AUG 31 - SEPT 2
2018**

2nd Annual Texas Beer and Wine Tasting Brewery Participation Application

**Saturday, September 1, 2018
2 p.m. - 7 p.m.
Richards Park**

The Brady/McCulloch County Chamber of Commerce invites you to participate in our 2nd Annual Texas Beer and Wine Tasting at our 45th Annual World Championship BBQ Goat Cookoff, an event that will include tastings from Texas wineries and Texas breweries, as well as food and arts and crafts vendors, live entertainment, kids activities and a cookoff featuring 206 cooking teams. This event benefits the Brady/McCulloch County Chamber of Commerce and is one of the largest tourism draws to the community, creating a significant economic impact on the town.

Through your participation, you will be able to showcase your hand-crafted beers to fellow beer enthusiasts, engage with potential customers, and gain further support for the craft beer industry. This will be the first time that we will have the tasting experience as part of the event and word of the addition is already spreading. We anticipate approximately 450 guests.

A limited number of brewery spots are available on a first come, first serve basis.

Brewery/Distributor Name: _____

Address: _____

City: _____ *State:* _____ *ZIP:* _____

Phone: _____ *Cell:* _____ *Email:* _____

Beers you plan to bring to the event: _____

- Please see reverse -

Please read the Application Agreement:

I, _____, representative for _____ agree to the following:

- ❖ To provide:
 - Jockey Box & coil, CO₂ (or another way to dispense your beer) **OR** beer cans to be opened and served for sampling
 - Beer for 450, 2 oz. tastes (Chamber of Commerce will purchase tasting samples for attendees)
 - Beer to be sold to attendees at Chamber of Commerce sales booth
 - Brewery signage, décor and brochures for table
 - Dump bucket, tools, cooler for keeping beer cool during event (Chamber will provide ice, bottles of water for participants, and tasting cups)

- ❖ At least one staff member will be present at the booth to discuss beer and answer attendee questions (The Chamber of Commerce will check ID when participants enter tasting area; each brewery **MUST** take wristband tabs before issuing sample).

- ❖ There is no fee for brewery participation. The Chamber of Commerce will purchase beer at the wholesale price, to be used for sampling. The Chamber of Commerce will also purchase cases of beer to be sold to attendees in 6-pack containers.

- ❖ Brewery shall provide a wholesale price sheet in advance of the event to the Chamber of Commerce.

- ❖ To help cross promote the event, we ask that you list this event on your website and/or Facebook page. Also provide a coupon and/or brochure for the event for attendees so they will have an opportunity to visit your brewery.

- ❖ Goat Cookoff is a gated event. Each participating brewery will receive two attendee wristbands. If additional wristbands are needed, they are available for advanced purchase for \$5 each or \$10 at the gate. You will also receive a parking pass that will ensure your entry into the park.

Thank you for becoming a participant of our first Goat Cookoff tasting event!

I have read and accept the application agreement.

Date