



**AUG 31 - SEPT 2
2018**

2nd Annual Texas Beer and Wine Tasting Winery 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 wines to fellow wine enthusiasts, engage with potential customers, and gain further support for the Texas wine 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 winery spots are available on a first come, first serve basis.

Winery Name: _____

Address: _____

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

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

Wines you plan to bring to the event:

Please read the Application Agreement:

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

- ❖ To provide:
 - TABC Winery Festival Permit (GF)
 - Minimum of 4 cases of wine for purchase and up to 450 tastes, 1 oz. pours (Chamber of Commerce will purchase tasting samples for attendees)
 - Winery signage for prices by bottle, décor and winery brochures for table
 - Dump bucket, tools, cooler for keeping wine cool during event (Chamber will provide ice, bottles of water for participants, and tasting cups)

- ❖ Each participating winery must have at least two staff members from your winery at your booth to serve samples (additional staff encouraged to help with lines), sell wine by the glass or bottle, discuss wine and answer attendee questions (The Chamber of Commerce will check ID when participants enter tasting area; each winery MUST take wristband tabs before issuing sample).

- ❖ There is no fee for winery participation. The Chamber of Commerce will purchase wine at the wholesale price, to be used for sampling.

- ❖ Wineries can sell bottles of wine directly to the event attendees.

- ❖ Winery 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 winery.

- ❖ Goat Cookoff is a gated event. Each participating winery 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.

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

I have read and accept the application agreement.

Date