



Bay Area Craft Beer Festival

Martinez, CA

Sat., April 20, 2019

12:00pm – 4:00pm

Dear Brewery,

Main Street Martinez would like to invite you to attend our April 20, 2019 Bay Area Craft Beer Festival! We hope you will bring brewery representatives to pour and promote your beer and we request that you bring a style of beer that is not readily available in stores and pubs. We also ask that you donate (one) 15.5 gal keg to the event. We will purchase up to (2) 15.5 gal kegs from you for no more than \$150 per keg / \$300 per brewery. For your donation of the 1st keg, we will give you (4) free passes for your brewery reps and we will provide a **FREE Lunch for 4 of your brewery representatives.**

If you would like to donate the 2nd and/or 3rd kegs, we will give you (6) free event entry passes per keg (\$210 value). However, these tickets would be for the event only and do NOT include the Free brewer lunch. These ticket holders will enter through the main gate at 12:00pm. You can use these tickets for giveaways to your customers, employees, or family. And of course, all must be 21 years or older.

Location:

The event will be held at the Martinez Waterfront Park (grass area) in the Historic Cannery District in beautiful Downtown Martinez. In case of rain, we move to a nearby parking lot.

Parking:

There will be parking onsite for breweries and plenty of FREE downtown parking within walking distance to the event. We will also be providing a FREE shuttle to and from the local North Concord/Martinez BART Station and the Best Western John Muir Inn.

Event Schedule:

7:00 – 10:30am	Set up (No vehicles permitted on the grass – cart assistance available. Or hand truck in and out)
10:45 – 11:00am	Grounds are cleared except for brewery reps, staff, volunteers, media.
11:00am – 12:00pm	FREE lunch and beer tasting for breweries, media, staff and volunteers ONLY.
12:00 – 4:00pm	Beer Flows, Rockin' Live Music & Delicious Food
4:00 – 6:00pm	Booth break down (No vehicles permitted on the grass hand truck or cart in and out)

We Will Provide:

Tables, ice, dump buckets, water stations, and garbage cans, live entertainment and a Free Lunch for Brewery reps, volunteers, staff, and media. We will list all participating Breweries on the event Facebook, website, etc.

You Should Bring:

Beer, jockey boxes, CO2, tubs, signs, pop-up tents (bring weights in case of wind), banners, rope, merchandise, and invite all your friends.

2019 BREWERY APPLICATION & INFORMATION

Brewery Name: _____

Contact Person Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Mobile Number: _____

E-Mail Address: _____

Website Address: _____

Facebook Page: _____

IN ORDER FOR US TO HAVE THE CORRECT AMOUNT OF BEER FOR THE ATTENDEES, WE NEED TO HAVE (3) 15.5 GAL. KEGS (or equivalent) PER BOOTH/BREWERY. We ask that you donate the 1st keg. We can purchase the 2nd and/or 3rd up to \$150 per keg (\$300 total per brewery) or if you can donate some or all the beer in exchange for extra event tickets, we will happily give you 6 tickets per keg, a \$210 value per keg!!!

We need _____ number of Free event tickets (up to 4) for 1st 15.5 gal. keg donation. Remember these include the FREE brewer lunch from 11am-12pm. Take these tickets to the brewery check in. You will receive more details later.

Please print the names for each of your ticket holders. Includes your pourers.

1 _____ 2 _____

3 _____ 4 _____

_____ We are donating the 2nd 15.5 gal. keg. Please send us the 6 additional event tickets.*

_____ We are donating the 3rd 15.5 gal. keg. Please send us the 12 additional event tickets.*

* These tickets are event ticket passes only for beer sampling, 12pm-4pm. Instruct your guests to take these tickets and photo ID to the front gate for admission.

If you need additional tickets you can purchase them at a brewery discount.

We need _____ tickets at \$25 each. These will be mailed after we receive payment.

INFO – PLEASE READ, INITIAL AND SIGN WHERE INDICATED:

REQUIREMENTS

Please read and initial after each:

All attending must be at least 21 years of age and will be asked to provide photo ID. **Initial here:** _____

All our brewery representatives are trained in the ABC Responsible Beverage Services Best Practices especially as it pertains to Special Event Servers where a one-day permit is issued. **Initial here:** _____

All our brewery representatives understand Health Department best practices. **Initial here:** _____

We understand that if we are not donating the 2nd and 3rd keg, we will receive up to \$150 per keg (\$300). We will send an invoice to Main Street Martinez after the event. **Initial here:** _____

DISTRIBUTION

Please check one of the following regarding your brewery's distribution:

_____ We will bring our beer with us to the festival.

_____ Contact our distributor to plan for delivery

Distributor Name & Rep Name _____

Phone _____

BREWERY AGREEMENT

Bay Area Craft Beer Festival – April 20, 2019

RELEASE OF LIABILITY: The Brewery, for herself/himself and successors, assigns, heirs, estate, employees, and all other persons, known or unknown, being fully aware that participation will expose her/him to a risk of property damage, bodily injury, personal injury and/or death, hereby releases, waives, discharges and covenants not to sue Main Street Martinez, their officers, directors, trustees, employees, agents, representatives, volunteers, and servants, and all other persons and associates connected with the event entitled Bay Area Craft Beer Festival, and any other sponsors, individuals, or corporations associated with Bay Area Craft Beer Festival, whether known or unknown (HEREIN AFTER COLLECTIVELY "SPONSORS"), from any and all liability, including for activity or passive negligence, for any and all property damage, personal injuries, bodily injury, death and/or other claims or causes of action arising out of or relating to the Brewery's participation in the Bay Area Craft Beer Festival, INCLUDING THOSE CLAIMS WHICH ARE KNOWN AND UNKNOWN, FORESEEN AND UNFORESEEN, FUTURE OR CONTINGENCE.

COVENANT NOT TO SUE: The Brewery/Brewery Representative, for herself/himself and successors, assigns, heirs, estate, employees, and all other persons, known or unknown, covenants not to directly or indirectly commence or prosecute any action, suit, claim or other proceeding against the Sponsors arising out of or related to Bay Area Craft Beer Festival. The Brewery/Brewery Representative is aware of Civil Code 1542 and waives its effect. Civil Code 1542 provides: "A general release does not extend to claims which the creditor does not know or suspect to exist in his favor at the time of executing this release, which if known by him must have materially affected his settlement with the debtor."

INDEMNITY AGREEMENT: Brewery/Brewery Representative shall indemnify and hold harmless the Sponsors against any and all claims, demands, causes of action, personal injuries, death, damage, costs and liabilities, in equity, of every kind and nature, whatsoever, directly or proximately resulting or caused by the act or omission of the Brewery/Brewery Representative, or any of its officers, agents, employees, guests, patrons, or invitees, and the Brewery/Brewery Representative shall, at its sole risk and expense, defend any and all suits, actions or other legal binding proceedings which may be brought or instituted against any Sponsor or any such claim, demand or cause of action, and the Brewery/Brewery Representative shall pay and satisfy any judgment or decree which may be rendered against any Sponsor in any suit, action or other legal proceedings, and the Brewery/Brewery Representative shall pay for any and all damaged or loss to the property of any Sponsor due to such loss or theft of such property, done or caused by the Brewery/Brewery Representative, its officers, employees, guests, patrons, and invitees.

Signature of Authorized Representative & Date:

SIGNATURE: _____ DATE: _____

EVENT / BREWERY PROMOTION INFO

Help us promote the event! We would be happy to send you promotional information including the event logo and details to be included on your website and email blasts. Follow us on Social media @bayareacraftbeerfestival to share our posts too.

The sooner we hear back from you, the sooner we can promote that your brewery will be at the event.

We want to include your logo on the event website and social media promotion. Please send us your brewery logo (recommended format – EPS, JPG, or PNG - 300 to 600 dpi) to director@mainstreetmartinez.org.

Event posters and postcards are also available to you for promotional purposes; please send your request, including desired quantity and mailing address to director@mainstreetmartinez.org.

HOW TO SUBMIT YOUR REGISTRATION

MAIL APPLICATION AND COPY OF INSURANCE TO:

Main Street Martinez

P.O. Box 776

Martinez, CA 94553

OR FAX TO: 925-228-2650

OR EMAIL TO: director@mainstreetmartinez.org

IF QUESTIONS PLEASE CONTACT:

Kara Johnsen

Main Street Martinez

925-228-3577

director@mainstreetmartinez.org

**Main Street Martinez, Inc. is a 501(c)(3) non-profit organization.
For your records, our Tax ID # is 68-0472009.**