



THE LONGEST-RUNNING AND LONGEST-POURING BEER FESTIVAL IN SACRAMENTO

UNLIMITED TOKENLESS TASTING



VENDOR OPPORTUNITES



2016 marks the 22nd anniversary of the California Brewers Festival presented by the **Rotary Club of Point West /Point West Rotary Foundation –Sacramento.**

Each year the event has continued to grow and last year close to **5,000 people** attended the event. Over the last 21 years the California Brewers Festival has raised nearly \$1 million for local charities.

For 2016 we have again chosen **WEAVE, Inc.** as our charity partner.

Festival Information:

Date: Saturday, September 17, 2016

Location: Discovery Park, 1000 Garden Hwy, Sacramento, CA

<https://goo.gl/maps/vJjzZCPrYWx>

Event Timeline

Vendor Load in: 9:00am / **Vendor Load out:** 5:15pm

VIP Guest Access: 11:30am / **General Public:** 12:30pm / **Last Pour:** 4:45pm

Please review the following Vendor Policy, and complete the Vendor Application (Page 3) to reserve your vendor space at the 2016 California Brewers Festival.

Please contact Jeniece Thomas with any questions or concerns at 415-246-0880

Vendor Policy

General Information

- Each vendor will be allotted a 10 x 10 space in a shaded area open to the event.
- Please provide your own equipment necessary to set up your space, including a canopy, table, chairs, dolly or hand cart for transport, etc. Electricity will not be provided. Please plan for any weather, as the event goes on, rain or shine. You will be able to drive your vehicle to an area near your booth space for a short time. As our event serves alcohol, a fully fenced perimeter is being created and security will be onsite.

- One parking pass will be provided per vendor. Once you have unloaded, you will need to move vehicles to designated parking.
- Vendors must be dressed and act appropriately while serving the general public.
- Vendors must maintain cleanliness in and around booth at all times and dispose of trash at the end of the day to appropriate trash containers.
- There will be food vendors on site to purchase lunch and parking will be included. In order to participate in the beer tasting, an event ticket must be purchased (This is a fundraiser, after all!) Tickets can be purchased in advance at calbrewfest.com or on the day of the event.

Refunds/Cancellations

Vendors must cancel within 7 days of the start of the event (September 17, 2016) to receive a full refund. Beginning September 11, 2016, no refunds will be offered. The Rotary Club of Point West /Point West Rotary Foundation reserves the right to cancel and issue a full refund for any reason prior the event.

Merchandise Rules

- No restricted or adult materials, including art, films, videos, or promotional items.
- No firearms (replica, antique or otherwise).
- No weapons (except defense materials).
- No blunt force weapons including but not limited to blackjacks, nightsticks, maces, tomahawks.
- No glass containers (Glass is not permitted at Discovery Park)
- No Tobacco, Vape, or Marijuana products or paraphernalia
- No food or drink

The Rotary Club of Point West /Point West Rotary Foundation reserves the right to ask any vendor to remove any product that is deemed defective, offensive, or has received multiple complaints.

Theft

Although we strive to provide a safe, secure environment, the Rotary Club of Point West/ Point West Rotary Club Foundation is not responsible for damage to or loss of property, equipment, or personal vehicles. We strongly recommend that you provide customers with receipts to avoid potential disputes.

Informational Booths

Informational booths are limited to Non Profits that will not be selling any type of merchandise or service, such are clubs or organizations.

The same vendor policies apply to the informational booths, unless otherwise stated.

Business Operations Tax Certificate

A City of Sacramento Business Operations Tax (BOT) Certificate is required for vendors who wish to sell, expose for sale, or offer for sale any food/beverage or merchandise in the City of Sacramento. Please contact the City of Sacramento, Revenue Department at (916) 808-8500 for BOT information.

To Apply

Submit the application form (Page 3) by email to jeniececm@yahoo.com **no later than September 3, 2016.** You will receive an e-mail when we have received all required paperwork. Applications are considered on a first-come, first-serve basis. The Rotary Club of Point West / Point West Rotary Foundation reserves the right to make the final decision on acceptability of an application based on past performance, timeliness of returned application, variety of vendors, and accordance with the festival's mission. **Payment must be received no later than September 10, 2016.**

CALIFORNIA BREWERS FESTIVAL VENDOR APPLICATION: (Please Print)

Company/Organization Name: _____

Description of Vendor and product or service: _____

Address/City/State/Zip: _____

Contact Person: _____ Business Phone #: _____

Cell Phone#: _____ Email Address: _____

Certificate of Insurance will be submitted naming Point West Rotary Foundation as an additional insurer:

Yes No

If **NO** Certificate will be submitted, please contact Jeniece to discuss.

			<u>AMOUNT</u>
<u>Booth Space:</u>			
Non-Profit Organization – Not Selling Items	10' x 10'	\$10 x _____	= \$ _____
Non-Profit Organization –Selling Items	10' x 10'	\$50 x _____	= \$ _____
Business Organization	10' x 10'	\$80 x _____	= \$ _____

Larger Site – Contact Jeniece Thomas for pricing

Total Enclosed: \$ _____

Employee Information *IMPORTANT*: Please list below all employees who will work at the festival. Each person listed will receive a wrist band (designated driver version) at the check in. There will not be a band for any person unless their name is listed below, and no one will be admitted to the site without a valid band. These names must be provided NO LATER THAN 2 weeks prior to the event. Please have staff bring photo ID to the festival. If you need to change staff during the event you need to contact Jeniece Thomas to make the change and have the new staff member receive a wristband and take over the badge from the staff member leaving.

Employee 1: _____

Employee 2: _____

Employee 3: _____

I have read the Vendor Policy and agree to abide by all of the rules:

Signed: _____

Printed Name: _____ Dated: _____

Checks should be made payable to The Point West Rotary Foundation and mailed to:
PWRF C/O Fritzsche Associates, Inc., 1511 Corporate Way, Suite 220, Sacramento, CA 95831