



Montrose Brewfest Restaurant Outline of Event

Date: Sunday, April 9th, 2017

Location: 2200 Block of Honolulu Ave., Montrose CA 91020

Event Time: 12PM to 4PM

Projected total attendance: 1,200 –1,500

Set-up time: 9AM

Break-down time: 4PM



The **Montrose-Verdugo City Chamber of Commerce** will be holding its 3rd annual “**Montrose Food and Brews**” event on the 2200 block of Honolulu Avenue in Montrose, CA 91020

The main objective of this event is *four-folds*:

- **Showcase** restaurants and businesses in and around Montrose
- **Promote** Montrose outside of the immediate community
- A portion of the proceeds from this event will also be donated to the following organizations: **Glendale Fire Fighters Association, Glendale Police Dept. Explorer Program and the Montrose Chamber of Commerce**

This is how we intend to execute the event:

1. The event will require ticket purchase **prior** to the event.
2. We will be selling between 1200 to 1500 tickets.
3. This event will be **beer gardened**. No one under the age of 21 will be allowed in the beer garden.
4. Once attendees arrive at check-in, volunteers will place a **wrist band** directly on their wrist after an I.D. check.
5. We invite all local restaurants to participate, with the hope of having 15 restaurants participating, as well as 25 to 30 micro & craft breweries.
6. Attendees will have **unlimited sampling of food** from the local participating restaurants set-up within the beer garden as well as **unlimited samples of micro and craft brews**.
7. We're also aiming to provide **free coffee & tea (via Coffee Bean tent in the beer garden)** and **free water bottles** to attendees for the duration of the event.

Montrose/Verdugo City Chamber of Commerce

2424 Honolulu Avenue, Suite B, Montrose, CA 91020

Office: (818) 249-7171 **Fax:** (818) 249-8919 **Email:** office@montrosechamber.org

www.montrosechamber.org – 501(c)(6)



8. There will be band and DJ entertainment.
9. You will be promoted on the website that will list (logo) and link to your website, a Facebook page, Facebook ads, printed ads, online ads, and posters. **We do ask that participating restaurants add this event to their event calendar's on-line and/or note it on their Facebook page.**

We will provide the following the day of the event for the restaurants:

- Tents
- Tables
- Chairs
- Hand Sanitizer
- 10x10 Participant spot

Restaurants provide the following the Day of the event:

- Sample size portions of food (250 bite size samples from each participating restaurants-there will be 1200 to 1500 attendees)
- Booth staff must **be 21 and over** (an event volunteer will make the rounds to check I.D.s) because this is a beer garden event.
- Restaurant Menus
- Small plastic utensils (if necessary)
- Napkins (if necessary)
- Small plates (if necessary)
- Health department approved warming or chilling equipment (if necessary)

The following is prohibited at the event:

Coasters, Stickers, Glassware, Throwing items into a crowd.

If you'd like to participate in this event, please fill out the form below:

Please fax/email the following to (818) 249-8919 **or** office@montrosechamber.org

Attending Restaurant _____

Point of Contact _____

Direct Phone Number _____

Email _____

Attending Rep _____



Check one of the following:

Restaurant will provide its own 10X10 tent _____

Restaurant needs a 10X10 tent provided _____

Please email a high resolution LOGO image to the following email address:

office@montrosechamber.org

If your Restaurant would like to be an event sponsor, please contact the chamber of commerce via phone or email to discuss.

Restaurant _____

Print name _____

Signature _____ Date _____

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