



Montrose Craft Beer Fest Brewery Outline of Event

Date: Sunday, April 8th, 2018

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 4th annual “**Montrose Craft Beer Fest**” event on the 2200 block of Honolulu Avenue in Montrose, CA 91020. We’re currently in the process of requesting beer donations and brewery presence at this event.

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

- Showcase local *restaurants* in the area and event *attendees* to micro brews & craft brews
- Promote restaurants and businesses in and around Montrose
- Fundraise for the Montrose Verdugo City Chamber of Commerce so that we may continue with and grow our **annual scholarship program** and **increase the frequency** of financial assistance and volunteer work to other local non-profit organizations.
- All of the proceeds from this event will also be donated to the following organizations: **Glendale Police Foundation** EIN # **95-6222730** and the **Montrose Chamber of Commerce** EIN # **95-3254435**

This is how we intend to execute the event:

1. The event will require ticket purchase **prior** to the event as well as day of at higher price.
2. We will be selling between 1200 to 1500 tickets for this event.
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 intend to have 40 - 50 micro & craft breweries participate along with 20 restaurants.
6. This is a “no token/ticket” event so attendees will have **unlimited samples of micro/craft beer** (4 oz. sample cups) as well as **unlimited samples of food** from local participating restaurants set-up within the beer garden until supplies last.
7. We’re also going 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.
8. There will be bands and entertainment.
9. The Montrose Chamber will handle the majority of the advertising as follows: There will be a stand-alone website that will list (logo) and link to participating restaurant websites, a Facebook page, Facebook ads, printed ads, online ads, and posters. We will handle press releases and press kits as well. **We do ask that participating breweries add this event to their event calendar’s on-line and/or note it on their Facebook page.**
10. Throwing items into a crowd

We will provide the following the day of the event:

- Ice
- 5 oz Sampling Cups
- Hand Sanitizer
- Tables
- Chairs
- 10x10 event spot

Brewers provide the following the day of the event:

- Beer (*keg, bottled or both*)—there will be between 1,200 to 1,500 attendees
- Necessary beer related equipment (*faucets, taps, lines, CO2, etc.*).
- 10X10 Tent (*we'd like breweries to bring their own **tents to better display their colors and logo**, but if you lack a tent, we can provide a plain white 10x10 tent*). If your set-up is larger than 10x10, you must let us know in advance.
- Brewery Representative & pourers **must be 21 and over** (*I.D.s will be checked*). If you'd like us to **provide volunteers to pour**, please note that in the application below, but a **rep. is required** to answer any questions pertaining to the brewery and its product.

The following is prohibited at the event:

- Coasters
- Stickers
- Glassware other than bottled beer
- Throwing items into a crowd



IF YOU'D LIKE TO PARTICIPATE IN THIS EVENT, PLEASE DO ONE OF THE FOLLOWING:

1) **click here to complete google sheet with your information:**

SIGN UP TODAY

<https://goo.gl/forms/YLZ6guigHHMv0SS03>

2) **OR email form below to:** office@montrosechamber.org

Attending Brewery _____

Point of Contact _____

Direct Phone Number _____

Email _____

Attending Rep _____

Check one of the following:

Brewery will provide staff to pour _____

Brewery requires event volunteers to pour _____

Check one of the following:

Brewery will provide its own 10X10 tent _____

Brewery request a 10X10 tent provided _____

Will attending brewery bring any seasonal or special brews aside from signature beers? If so, which ones? _____

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

office@montrosechamber.org

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

Brewery _____

Print name _____

Signature _____ Date _____