



- Hometown Community Park, Verona, WI - Saturday July 15th, 2017

Vendor Registration Information

3rd Annual Hometown Brewdown Festival is a craft beer tasting event that will take place on July 15th from 2-6:00pm; located on the festival grounds in Hometown Community Park - Verona, WI.

The first two events featured 30+ different breweries that showcased 120+ different products; and in 2016 drew 800 attendees. Potential additions for 2017; more breweries, more cheese vendors, VIP time (1-2pm), & a .08 Fun Run. All tickets are sold in advance. General admission tickets are \$40 which includes a souvenir glass and unlimited tasting, yards games, & free cheese tastings. Designated Driver tickets are \$10, VIP/Run Prices will be posted online. All patrons must be at least 21 years old and have valid identification to enter.



Event Details:

About the Event- Saturday July 15th, 2017 from 2-6pm, VIP takes place 1-2pm, General Admission is 2-6pm, Live Music, Tailgate Games, Cheese vendors, & food for purchase.

What you as a Brewer Do- Supply four 1/4 barrels or the equivalent along with necessary tapping materials, including tubs & CO2. Brewers are to provide staff needed to operate, set-up, tear-down, & clean their area. Please make sure staff is certified servers and/or educated in your products. We will Reimburse breweries for the wholesale price of two ½ barrels (Cost not to exceed \$260). For prompt payment please submit invoice to Hometown Brewdown/Mike Obrien.



What we do as a Host- Create a great location and atmosphere to display your products. We will provide a designated 8'x8' area under a tent or shelter, with 8' table, ice, water access, and volunteers to help load/unload. Security will be present during the event hours. We will provide Up to four complimentary wristbands for working staff at the event & reserve one (1) VIP parking spot per Brewery.

Set-Up - Set up time is designated from 10:30-12:30pm, Brewers will be allowed to drive on site & unload until 12pm, Friday Set up is not an option. Breweries are to supply own signage of products and must remain in designated area.

Tear-Down - We expect all breweries to have designated area cleared out and loaded up with-in 1 hour after the event ends. Volunteers will be present to help load up if needed.

Questions - Hometown Brewdown Contact: Mike O'Brien
Phone- 608.698.5665 Email- MOB2@tds.net





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Vendor Registration Form

Date: _____

Vendor/Brewery Name: _____

Contact Person: _____

Mailing Address: _____

City/State/Zip: _____

Phone: _____ Mobile: _____

Email Address: _____

Website Address: _____

Must Bring at least 4 Different Products (4 Quarter Barrels or Equivalent - Paid Beer Stipend not to exceed \$260)

Products Presenting:

Wholesale Cost (Half/Qtr/6th Barrel/Case):

1	_____	-	_____
2	_____	-	_____
3	_____	-	_____
4	_____	-	_____
5	_____	-	_____
6	_____	-	_____

Regional Distributor: _____

Distributor Contact: _____ Phone: _____

Please Complete this Form & Return



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