



Downtown Lincolnton, NC
April 28, 2018 | 11am-7pm
FREE PUBLIC EVENT

TASTING PASSES
required for alcohol consumption;
must have ID
\$15 Advance/\$20 at Gate

AT-A-GLANCE

NC Wineries
Craft Breweries
Food Trucks
Local Artists
Live Music
Farmers Market
Street Performers
Art & Culinary Demos
Interactive Kids Zone
Downtown Retail Specials



A DOWNTOWN DEVELOPMENT
ASSOCIATION OF LINCOLNTON EVENT

704-960-8300

downtownlincolnton@gmail.com



Lincolnton Food, Wine & Brew Fest

2018 APPLICATION



Lincolnton Food & WineFest 2016 Event

EVENT OVERVIEW

2016 Stats: Over 1,000 Tasting Passes Sold | More than 3,000 in Attendance

2017 Stats: Over 2,000 Tasting Passes Sold | More than 6,000 in Attendance

After an astounding success in its first and second years, the third Lincolnton Food, Wine & Brew Fest promises to be **EVEN BIGGER** again! A day featuring NC wineries, local craft breweries, top notch food trucks, an all-day program of music & entertainment and a mix of fine artists from the region will be set on the backdrop of quaint Downtown Lincolnton!

The Lincolnton Food, Wine & Brew Fest is set for **April 28, 2018** and is anticipated to grow tremendously due to continued excitement and anticipation. **Take advantage of this opportunity to showcase your business, talents and products to thousands!**

DEMOGRAPHICS

Anticipated 2018 Attendance: 10,000

The Lincolnton Food, Wine & Brew Fest appeals to foodies, wine enthusiasts, craft brew connoisseurs, art & music lovers and anyone looking for an enjoyable afternoon. There is something for everyone. You'll find local citizens and out-of-town visitors participating in the day's events. There are activities and offerings for individuals, groups and families!

Market Yourself to the Festival Audience!

Each attendee that purchases a tasting pass will receive a complimentary tote bag. We invite all participants (*artists, vendors, wineries, breweries, food trucks, entertainers and sponsors*) to supply a promotional item or coupon for these bags. (*This is a gift bag. No business cards, brochures or flyers, please.**) We anticipate 4,000+ tote bags to be given out at the event and this is a great way to promote your business! Deadline to provide an item for tote bags is **March 30, 2018**.

* Item should be of some value. Festival Committee reserves the right to exclude any item supplied for tote bags that may be deemed inappropriate. All information and fees here in are subject to change if necessary and agreed upon by festival committee vote.

DEADLINES/PAYMENT INFO

Standard Deadline: Application & Payment due by February 28, 2018

Late Deadline: Application & Payment due by March 30, 2018

Apply by Mail - sending a completed application with check to:

The Downtown Development Association, Inc.
c/o Lincolnton Food, Wine & Brew Fest
P.O. Drawer 617
Lincolnton, NC 28093

Apply Online at: www.lincolntonfoodwinebrewfest.com

There will be a 3% non-refundable service fee if you pay online or use a credit card.

Questions? Contact Event Coordinator, DDA Office or your assigned Liaison.

• WWW.LINCOLNTONFOODWINEBREWFESt.COM •



LINCOLNTON FOOD, WINE & BREW FEST FESTIVAL GUIDELINES FOR FOOD VENDORS

Note: We are seeking unique, eclectic and creative food vendors for this event.

FOOD VENDOR APPLICATION

1. The following information is required to complete application submission:
 - ✦ A copy of your food service permit.
 - ✦ A certificate of general liability insurance naming the City of Lincolnton and The Downtown Development Association of Lincolnton, Inc. as an additional insured.
 - ✦ A menu of items to be sold, including prices and photos of setup.
2. Electricity will be available **for purchase** (limited availability – indicate interest in power and actual cost will be divided among vendors). However, a quiet-grade generator is allowed and must be approved by staff prior to event.
3. Food Vendors must possess a 5 lb. ABC fire extinguisher on site. An official from the Fire Department will inspect vendors during setup.
4. Food Vendors may NOT sell alcoholic beverages at the event.
5. Grease/oil disposal will not be provided.
6. Vendors will be advised of the designated parking area upon arrival.
7. The designated entry time for setup begins at 8:00 a.m. Vendors will be able to park and unload at their space, but are asked to unload then remove vehicles as quickly as possible in order to prevent congestion. All vehicles (other than food trucks) must be removed from the event area before 10:00 a.m.
8. The designated time for breakdown begins at 7:15 p.m., unless otherwise noted by the Event Coordinator. No vehicles will be allowed into the event area until this time. Vendor participation will be prohibited in future events for those who break down prior to designated time.
9. Staff reserves the right to dismiss any Vendor who displays disorderly conduct.
10. Each Vendor is encouraged to promote this event through their own marketing outlets (including, but not limited to, social media, creating an event to share on social media, sharing with existing customers via email blasts, in your store and/or your website).

**A reminder, the Lincoln County tax rate is 6.75%*

**This is a rain or shine event.*

Questions? Email the Food Vendor Liaison at lfwbffood@gmail.com.



STANDARD DEADLINE: FEBRUARY 28, 2018 | LATE DEADLINE: MARCH 30, 2018

Mail completed application to: The Downtown Development Association, Inc., c/o Lincolnton Food, Wine & Brew Fest, P.O. Drawer 617, Lincolnton, NC 28093 or apply online at www.lincolntonfoodwinebrewfest.com.

APPLICANT INFORMATION

<input type="text"/>	<input type="text"/>
company	contact name
<input type="text"/>	<input type="text"/>
street/mailling address	contact phone
<input type="text"/>	<input type="text"/>
city	state
<input type="text"/>	zip code
<input type="text"/>	<input type="text"/>
email	website

SPACE SELECTION

(fees are non-refundable)

☐ 10 x 20 Food Truck Space

Standard Fee

Must be Paid by:
Feb. 28, 2018

\$150

☐ 10 x 40 Double Food Truck Space

\$300

Late Fee

Must be Paid by:
Mar. 30, 2018

\$200

\$350

ELECTRICITY

Electricity is available for purchase (*limited availability*). There is a \$100 non-refundable fee for electricity to cover the rental of mobile generator unit(s). You must provide your own exterior grade extension cords to access mobile generator.

☐ I need to purchase electricity access for the event for \$100 non-refundable fee.

☐ I will be providing my own generator.

If providing your own generator, staff must approve prior to event. Whisper-quiet generators such as the Honda EUi Series inverter models or equivalent are preferred.

My generator is:

generator make and model

OTHER INFORMATION

Food Truck Dimensions: ft. by ft.

List additional set-up information and equipment to be used:

Tell us something unique about your business or food (for DJ to use during event announcements):

****REQUIRED**** Please provide a copy of your menu options with pricing, a photo of your set-up, a copy of your food service permit and a certificate of general liability insurance naming the City of Lincolnton and The Downtown Development Association of Lincolnton, Inc. as an additional insured.

PARTICIPATION AGREEMENT

In submitting this application, I agree to abide by the festival guidelines governing the "Lincolnton Food, Wine & Brew Fest" and hold festival producer, the City of Lincolnton and the Downtown Development Association of Lincolnton, Inc. and their employees, sponsors and volunteers, harmless for any resulting loss or damage occurring to any property.

<input type="text"/>	<input type="text"/>
signature	date

Questions? Email the Food Vendor Liaison at lfwbffood@gmail.com.

PAYMENT INFO

Space Fee: \$

Electricity Fee: \$
(optional)

Total: \$

☐ Check Enclosed
(payable to DDA of Lincolnton)

☐ Credit Card Payment
I understand a 3% service fee will be added to my total for payment by credit card.

name on card

credit card #

expires

cvc

signature



LINCOLNTON FOOD, WINE & BREW FEST

FESTIVAL GUIDELINES FOR WINERIES AND BREWERIES

WINERY/BREWERY APPLICATION

1. The following information is required to complete application submission:
 - ♦ A copy of your NC ABC Special Event Permit.
 - ♦ A certificate of general liability and liquor liability insurance naming the City of Lincolnton and The Downtown Development Association of Lincolnton, Inc. as an additional insured.
 - ♦ A list of items to be sampled, as well as any items planned to be sold with prices.
2. Electricity will not be provided. However, a pre-approved, quiet-grade generator is allowed and must be approved by staff prior to event.
3. Ice Delivery Services are available for a fee. Individual 8 lb bags of ice will be delivered to your booth for \$4 each or two for \$7.
4. **NEW! A punch card will be used this year to encourage attendees to visit a variety of wineries and breweries.** The tasting pass punch card is for a **small taste**. Full glasses of wine, beer or other beverages made with your product should be **available for purchase**. Note: The patron **must be wearing a festival arm band**, absolutely NO EXCEPTIONS, for tastings and/or purchases.
5. Water and sodas will be sold by food vendors only.
6. All vendors are responsible for bringing their own tables and tents. Please remember that given the time of year, weights are REQUIRED to anchor tents in case wind is a factor.
7. Vendors will be advised of the designated parking area upon arrival.
8. The designated entry time for setup begins at 8:00 a.m. Vendors will be able to park and unload at their space, but are asked to unload then remove vehicles as quickly as possible in order to prevent congestion. All vehicles must be removed from the event area before 10:00 a.m.
9. The designated time for breakdown begins at 7:15 p.m., unless otherwise noted by the Event Coordinator. No vehicles will be allowed into the event area until this time. Vendor participation will be prohibited in future events for those who break down prior to designated time.
10. Staff reserves the right to dismiss any vendor who displays disorderly conduct. No counterfeit merchandise allowed. Expulsion is at the discretion of the Event Coordinator and/or DDA Executive Director.
11. Deposits (not including the 3% transaction fee if paid online or by credit card) will be returned via mail the week after the event. If you fail to show up or there are any issues with the vendor the day of the festival, your deposit will not be refunded.
12. Each vendor is encouraged to promote this event through their own marketing outlets (including, but not limited to, social media, creating social media event pages to invite customers, sharing with existing customers via email blasts, in store and/or your website).

**A reminder, the Lincoln County tax rate is 6.75%*

**This is a rain or shine event.*

Questions? Email Winery Liaison at lfwbfwine@gmail.com or Brewery Liaison at lfwbfbrews@gmail.com.

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704-960-8300 • DOWNTOWNLINCOLNTON@GMAIL.COM • WWW.LINCOLNTONFOODWINEBREWFEEST.COM



STANDARD DEADLINE: FEBRUARY 28, 2018 | LATE DEADLINE: MARCH 30, 2018

Mail completed application to: The Downtown Development Association, Inc., c/o Lincolnton Food, Wine & Brew Fest, P.O. Drawer 617, Lincolnton, NC 28093 or apply online at www.lincolntonfoodwinebrewfest.com.

WINERY/BREWERY APPLICATION

APPLICANT INFORMATION

<input type="text"/>	<input type="text"/>
company	contact name
<input type="text"/>	<input type="text"/>
street/mailling address	contact phone
<input type="text"/>	<input type="text"/>
city	state
<input type="text"/>	zip code
<input type="text"/>	<input type="text"/>
email	website

SPACE SELECTION

(fees are non-refundable*)

☐ 10 x 10 Winery/Brewery Space

Standard Fee

Must be Paid by:
Feb. 28, 2018

\$200

☐ 10 x 20 Winery/Brewery Space

\$250

Late Fee

Must be Paid by:
Mar. 30, 2018

\$250

\$300

*For wineries and breweries only: \$200 (for 10x10 spaces) or \$250 (for 10x20 spaces) will be returned via mail the week after the event. If you fail to show up or there are any issues the day of the festival, you will not be refunded.

ELECTRICITY

Electricity is not available at the event site for wineries and breweries. However, you may provide your own quiet-grade generator with event staff approval prior to the event.

☐ I will be providing my own generator.

Whisper-quiet generators such as the Honda EUi Series inverter models or equivalent are preferred.

My generator is:

generator make and model

OTHER INFORMATION

List set-up information and equipment to be used:

Tell us something unique about your business or food (for DJ to use during event announcements):

****REQUIRED**** Please provide a list of what you plan to sample, and, if applicable, list any items you plan to sell (with pricing), a copy of your NC ABC Special Event Permit and a certificate of general liability insurance naming the City of Lincolnton and The Downtown Development Association of Lincolnton, Inc. as an additional insured.

PARTICIPATION AGREEMENT

In submitting this application, I agree to abide by the festival guidelines governing the "Lincolnton Food, Wine & Brew Fest" and hold festival producer, the City of Lincolnton and the Downtown Development Association of Lincolnton, Inc. and their employees, sponsors and volunteers, harmless for any resulting loss or damage occurring to any property.

<input type="text"/>	<input type="text"/>
signature	date

Questions? Email Winery Liaison at lfwbfbwine@gmail.com or Brewery Liaison at lfwbfbrews@gmail.com.

PAYMENT INFO

Space Fee: \$

☐ Check Enclosed
(payable to DDA of Lincolnton)

☐ Credit Card Payment
I understand a 3% service fee will be added to my total for payment by credit card.

name on card

credit card #

expires

cvc

signature

All information and fees here in are subject to change if necessary and agreed upon by festival committee vote.

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LINCOLNTON FOOD, WINE & BREW FEST FESTIVAL GUIDELINES FOR ARTISTS/VENDORS

Note: We are seeking unique, original artist's/vendors for this event.

1. Vendors are required to submit three (3) photos of their original work with application. If you have a website, blog or Facebook a link may be submitted in lieu of photos. This is a juried art event consisting of a four member panel. You may email photos or links to artwork to lfwbfb.arts@gmail.com. Please include your name and contact info in email.
2. Applicant's should not submit payment until after they have received official notification of festival acceptance.
3. If eligible, a certificate of general liability and liquor liability insurance naming the City of Lincolnton and The Downtown Development Association of Lincolnton, Inc. as an additional insured.
4. Electricity will not be provided. However, a pre-approved, quiet-grade generator is allowed and must be approved by staff prior to event.
5. All vendors are responsible for bringing their own tables and tents. Please remember that given the time of year, weights are **REQUIRED** to anchor tents in case wind is a factor.
6. Vendors will be advised of the designated parking area upon arrival.
7. The designated entry time for setup begins at 8:00 a.m. Vendors will be able to park and unload at their space, but are asked to unload then remove vehicles as quickly as possible in order to prevent congestion. All vehicles must be removed from the event area before 10:00 a.m.
8. The designated time for breakdown begins at 7:15 p.m., unless otherwise noted by the Event Coordinator. No vehicles will be allowed into the event area until this time. Vendor participation will be prohibited in future events for those who break down prior to designated time.
9. Staff reserves the right to dismiss any vendor who displays disorderly conduct. Expulsion is at the discretion of the Event Coordinator and/or DDA Executive Director.
10. Each vendor is encouraged to promote this event through their own marketing outlets (including, but not limited to, social media, creating an event on social media, sharing with existing customers via email blast, in your store and/or your website).
11. All items should be **HANDMADE/ORIGINAL** goods **ONLY**. No direct sales companies, retail, or corporate booths will be accepted. In addition, The Downtown Development Association of Lincolnton and the Lincolnton Food, Wine & Brew Fest do not permit the sale of counterfeit goods or products.

**A reminder, the Lincoln County tax rate is 6.75%*

**This is a rain or shine event.*

Questions? Email the Art Vendor Liaison at lfwbfb.arts@gmail.com.

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STANDARD DEADLINE: FEBRUARY 28, 2018 | LATE DEADLINE: MARCH 30, 2018

Mail completed application to: The Downtown Development Association, Inc., c/o Lincolnton Food, Wine & Brew Fest, P.O. Drawer 617, Lincolnton, NC 28093 or apply online at www.lincolntonfoodwinebrewfest.com.

APPLICANT INFORMATION

<input type="text"/>	<input type="text"/>
company	contact name
<input type="text"/>	<input type="text"/>
street/mailling address	contact phone
<input type="text"/>	<input type="text"/>
city	state
<input type="text"/>	zip code
<input type="text"/>	<input type="text"/>
email	website

SPACE SELECTION

(fees are non-refundable)

☐ 10 x 10 Artist Space

☐ 10 x 20 Artist Space

Standard Fee

Application due by:
Feb. 28, 2018

\$75

\$150

Late Fee

Application due by:
Mar. 30, 2018

\$100

\$175

This is a juried art event. It is advised to wait and send payment only after receiving official notification of festival acceptance. However, **payment is due within 2 weeks of notification of acceptance.**

ELECTRICITY

Electricity is not available at the event site for art vendors. However, you may provide your own quiet-grade generator with event staff approval prior to the event.

☐ I will be providing my own generator.

Whisper-quiet generators such as the Honda EUi Series inverter models or equivalent are preferred.

My generator is:

generator make and model

OTHER INFORMATION

List set-up information and equipment to be used:

Tell us something unique about your business or food (for DJ to use during event announcements):

List items you plan to sell:

****REQUIRED**** Please provide three (3) photos of your original work. If you have a website, blog or Facebook page that displays the type of work you plan to sell at the festival, a link may be submitted in lieu of photos. You may email photos or links to artwork to lfwbfb.arts@gmail.com. Please include your name and contact info in email.

PARTICIPATION AGREEMENT

In submitting this application, I agree to abide by the festival guidelines governing the "Lincolnton Food, Wine & Brew Fest" and hold festival producer, the City of Lincolnton and the Downtown Development Association of Lincolnton, Inc. and their employees, sponsors and volunteers, harmless for any resulting loss or damage occurring to any property.

<input type="text"/>	<input type="text"/>
signature	date

Questions? Email the Art Vendor Liaison at lfwbfb.arts@gmail.com.

PAYMENT INFO

Space Fee: \$

☐ I will Mail a Check.
(payable to DDA of Lincolnton)

☐ Credit Card Payment
I understand a 3% service fee will be added to my total for payment by credit card. I also understand my card will not be charged unless I am accepted into the event by the art panel, and only after I have been notified of my acceptance.

name on card

credit card #

expires

cvc

signature



LINCOLNTON FOOD, WINE & BREW FEST FESTIVAL GUIDELINES FOR FARMERS MARKET VENDORS

FARMERS MARKET VENDOR APPLICATION

1. Vendors seeking to sell locally made products and consumable items – including, but not limited to, jams, sauces, canned goods, infused oils & vinegars and natural soaps, should apply to be in the Farmers Market. Food items are limited to packaged goods. **No served-on-the-spot food or drinks – served food is only to be sold by the food trucks at the event.** Farmers and growers are invited to sell produce, plants, honey or any locally grown goods that showcase the region's agriculture. If you have any questions regarding the types of items you plan to sell, please contact the Event Coordinator.
2. If eligible, a certificate of general liability and liquor liability insurance naming the City of Lincolnton and The Downtown Development Association of Lincolnton, Inc. as an additional insured.
3. Electricity will not be provided. However, a pre-approved, quiet-grade generator is allowed and must be approved by staff prior to event.
4. All vendors are responsible for bringing their own tables and tents. Please remember that given the time of year, weights are **REQUIRED** to anchor tents in case wind is a factor.
5. Vendors will be advised of the designated parking area upon arrival.
6. The designated entry time for setup begins at 8:00 a.m. Vendors will be able to park and unload at their space, but are asked to unload then remove vehicles as quickly as possible in order to prevent congestion. All vehicles must be removed from the event area before 10:00 a.m.
7. The designated time for breakdown begins at 7:15 p.m., unless otherwise noted by the Event Coordinator. No vehicles will be allowed into the event area until this time. Vendor participation will be prohibited in future events for those who break down prior to designated time.
8. Staff reserves the right to dismiss any vendor who displays disorderly conduct. Expulsion is at the discretion of the Event Coordinator and/or DDA Executive Director.
9. Each vendor is encouraged to promote this event through their own marketing outlets (including, but not limited to, social media, creating a social media event, sharing with existing customers via email blast, in your store and/or your website).
10. All items should be **HANDMADE/ORIGINAL** goods. In addition, The Downtown Development Association of Lincolnton and the Lincolnton Food, Wine & Brew Fest do not permit the sale of counterfeit goods or products.

**A reminder, the Lincoln County tax rate is 6.75%*

**This is a rain or shine event.*

Questions? Email the Event Coordinator at lfwbfcordinator@gmail.com.

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STANDARD DEADLINE: FEBRUARY 28, 2018 | LATE DEADLINE: MARCH 30, 2018

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APPLICANT INFORMATION

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company	contact name
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street/mailling address	contact phone
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city	state
<input type="text"/>	zip code
<input type="text"/>	<input type="text"/>
email	website

SPACE SELECTION

(fees are non-refundable)

Standard Fee

Application due by:
Feb. 28, 2018

Late Fee

Application due by:
Mar. 30, 2018

☐ 10 x 10 Farmers Market Space

\$35

\$60

If you need more than a 10 x 10 area, please reserve multiple spaces accordingly.

ELECTRICITY

Electricity is not available at the farmers market area. However, you may provide your own quiet-grade generator with event staff approval prior to the event.

☐ I will be providing my own generator.

Whisper-quiet generators such as the Honda EUi Series inverter models or equivalent are preferred.

My generator is:

generator make and model

OTHER INFORMATION

List set-up information and equipment to be used:

Tell us something unique about your business or food (for DJ to use during event announcements):

List items you plan to sell:

PARTICIPATION AGREEMENT

In submitting this application, I agree to abide by the festival guidelines governing the "Lincolnton Food, Wine & Brew Fest" and hold festival producer, the City of Lincolnton and the Downtown Development Association of Lincolnton, Inc. and their employees, sponsors and volunteers, harmless for any resulting loss or damage occurring to any property.

<input type="text"/>	<input type="text"/>
signature	date

PAYMENT INFO

Space Fee: \$

☐ Check Enclosed

(payable to DDA of Lincolnton)

☐ Credit Card Payment

I understand a 3% service fee will be added to my total for payment by credit card.

name on card

credit card #

expires

cvc

signature

Questions? Email the Event Coordinator at lfwbfcordinator@gmail.com.

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FARMERS MARKET VENDOR APPLICATION

All information and fees here in are subject to change if necessary and agreed upon by festival committee vote.