



Downtown Lincolnton, NC
April 22, 2017 | 11am-7pm
FREE PUBLIC EVENT

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

AT-A-GLANCE


10+ Wineries
10+ Craft Breweries
15+ Food Trucks
Local Artists & Vendors
Musical Entertainment
Fine Art & Culinary Demos
Interactive Kids Zone
Earth Day Activities
Downtown Retail Specials
Farmers Market



A DOWNTOWN DEVELOPMENT
ASSOCIATION OF LINCOLNTON EVENT

704-735-3096

downtown@lincolntonnc.org

 Lincolnton Food, Wine & Brew Fest

2017 APPLICATION



Lincolnton Food & WineFest 2016 Event

EVENT OVERVIEW

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

After an astounding success in its first year, the second Lincolnton Food, Wine & Brew Fest (previously known as *Lincolnton Food & WineFest*) promises to be EVEN BIGGER! 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 22, 2017 and is anticipated to grow tremendously. **Take advantage of this opportunity to showcase your business, talents and products to thousands!**

DEMOGRAPHICS

Anticipated 2017 Attendance: 5,000-6,000

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 3,000 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 10, 2017**.

DEADLINES/PAYMENT INFO

Standard Deadline: Application & Payment due by **January 16, 2017**

Late Deadline: Application & Payment due by **March 10, 2017**

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.

Contact Event Coordinator, DDA Office or your assigned Liaison with questions.

* 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.

• WWW.LINCOLNTONFOODWINEBREWFESt.COM •



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.
9. Each vendor is encouraged to promote this event through their own marketing outlets (including, but not limited to, social media, sharing with existing customers 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 lfbwfbcoordinator@gmail.com.

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704-735-3096 • DOWNTOWN@LINCOLNTONNC.ORG • WWW.LINCOLNTONFOODWINEBREWFESt.COM



STANDARD DEADLINE: JANUARY 16, 2017 | LATE DEADLINE: MARCH 10, 2017

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.

FARMERS MARKET VENDOR APPLICATION

APPLICANT INFORMATION

Form fields for applicant information: company, contact name, street/mailling address, contact phone, city, state, zip code, email, website.

SPACE SELECTION

(fees are non-refundable)

Standard Fee

Application due by: Jan. 16, 2017

Late Fee

Application due by: Mar. 10, 2017

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.

Form fields for signature and 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.

Form fields for payment info: name on card, credit card #, expires, cvc, signature.

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