



**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  
Family Friendly Festival  
Downtown Retail Specials



A DOWNTOWN DEVELOPMENT  
ASSOCIATION OF LINCOLNTON EVENT

**704-960-8300**

**downtownlincolnton@gmail.com**

 Lincolnton Food, Wine & Brew Fest

## 2018 APPLICATION



### 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. Box 491  
Lincolnton, NC 28093

**Apply Online at:** [www.lincolntonfoodwinebrewfest.com](http://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](http://WWW.LINCOLNTONFOODWINEBREWFESt.COM) •



# LINCOLNTON FOOD, WINE & BREW FEST

## FESTIVAL GUIDELINES FOR WINERIES AND BREWERIES

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 [lfwbwine@gmail.com](mailto:lfwbwine@gmail.com) or Brewery Liaison at [lfwbfbrews@gmail.com](mailto:lfwbfbrews@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. Box 491, Lincolnton, NC 28093 or apply online at www.lincolntonfoodwinebrewfest.com.

WINERY/BREWERY APPLICATION

APPLICANT INFORMATION

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

SPACE SELECTION

(fees are non-refundable\*)

Table with 3 columns: Space Selection, Standard Fee, and Late Fee. Rows include 10 x 10 Winery/Brewery Space and 10 x 20 Winery/Brewery Space.

\*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.

Signature and date fields.

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

PAYMENT INFO section with fields for Space Fee, Check Enclosed, Credit Card Payment, name on card, credit card #, expires, cvc, and signature.

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