



**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](http://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](http://WWW.LINCOLNTONFOODWINEBREWFESt.COM) •



# 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. Wineries/Breweries will receive two complimentary bags of ice. Individual bags will be available for all Vendors to purchase for \$5.
4. Wineries/Breweries are welcome to sell glasses of wine/beer or other beverages made with their product, such as sangria, but the patron **must be wearing a festival arm band**, absolutely NO EXCEPTIONS.
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.
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, sharing with existing customers 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](mailto:lfwbfwine@gmail.com) or Brewery Liaison at [lfwbfbrews@gmail.com](mailto:lfwbfbrews@gmail.com).**

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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](http://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:  
Jan. 16, 2017

\$200

☐ 10 x 20 Winery/Brewery Space

\$250

Late Fee

Must be Paid by:  
Mar. 10, 2017

\$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](mailto:lfwbfbwine@gmail.com) or Brewery Liaison at [lfwbfbrews@gmail.com](mailto:lfwbfbrews@gmail.com).

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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