



Downtown Lincolnton, NC
May 4, 2019 | 11AM - 5PM
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

700-900-9659

downtownlincolnton@gmail.com



Lincolnton Food, Wine & Brew Fest

2019 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 **MAY 4, 2019** 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

2019 Attendance: 11,000

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 **April 12th, 2019.**

* 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 due by **February 22, 2019**

Late Deadline: Application due by **March 08, 2019**

Apply by Mail - sending a completed application to: The

Downtown Development Association, Inc.

c/o Lincolnton Food, Wine & Brew Fest

Post Office Box 491

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 DDA Office at downtownlincolnton@gmail.com

• 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 5:15 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 7.00%*

**This is a rain or shine event.*

Questions? Email the DDA office at downtownlincolnton@gmail.com

DOWNTOWN LINCOLNTON, NC • MAY 4, 2019 • 11AM - 5PM

704-900-9659 • DOWNTOWNLINCOLNTON@GMAIL.COM • WWW.LINCOLNTONFOODWINEBREWFEEST



STANDARD DEADLINE: FEBRUARY 22, 2019 | LATE DEADLINE: MARCH 08, 2019

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, website

SPACE SELECTION (fees are non-refundable*)

Table with 3 columns: Selection, Standard Fee, 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 DDA office @downlincolnton@gmail.com or 704-900-9659

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

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