



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

704-900-9659

downtownlincolnton@gmail.com

 Lincolnton Food, Wine & Brew Fest

## 2019 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

2018 Stats: Over 3,000 Tasting Passes sold - More than 8,800 in attendance

After an astounding success in the first 3 years of this event, the 4th Lincolnton Food, Wine and Brew Fest promises to be even better than before. A day featuring NC wineries, local craft breweries, top notch food trucks, and all-day program of music and entertainment along with a mix of fine artists from the region will be set on the backdrop of our 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: 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 **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](http://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](mailto:downtownlincolnton@gmail.com)**

• [WWW.LINCOLNTONFOODWINEBREWFESt.COM](http://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 5:00 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 7.00%*

*\*This is a rain or shine event.*

**Questions? Email the DDA office at [downtownlincolnton@gmail.com](mailto:downtownlincolnton@gmail.com)**

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

**704-900-9659 • [DOWNTOWNLINCOLNTON@GMAIL.COM](mailto:DOWNTOWNLINCOLNTON@GMAIL.COM) • [WWW.LINCOLNTONWINEFOODBREWFEEST.COM](http://WWW.LINCOLNTONWINEFOODBREWFEEST.COM)**



STANDARD DEADLINE: FEBRUARY 22, 2019 | LATE DEADLINE: MARCH 8, 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](http://www.lincolntonfoodwinebrewfest.com).

FARMERS MARKET VENDOR APPLICATION

**APPLICANT INFORMATION**

company  contact name  
 street/mailling address  ( ) - contact phone  
 city  state  zip code  
 email  website

**SPACE SELECTION**  
*(fees are non-refundable)*

<b>Standard Fee</b>	<b>Late Fee</b>
<i>Application due</i>	<i>Application due by:</i>
<i>by: Feb. 22, 2019</i>	<i>Mar. 08, 2019</i>

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.

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

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

Questions? Email the DDA office at [downtownlincolnton@gmail.com](mailto:downtownlincolnton@gmail.com)