



**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 ARTISTS/GENERAL VENDORS

**Note: We are seeking unique, original artist's/vendors for this event.**

1. Vendors are required to submit three (3) photos of their original work with application. If you have a website, blog or Facebook a link may be submitted in lieu of photos. This is a juried art event consisting of a four member panel. You may email photos or links to artwork to [lfwbfb.arts@gmail.com](mailto:lfwbfb.arts@gmail.com). Please include your name and contact info in email.
2. Applicant's should not submit payment until after they have received official notification of festival acceptance.
3. 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.
4. Electricity will not be provided. However, a pre-approved, quiet-grade generator is allowed and must be approved by staff prior to event.
5. 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.
6. Vendors will be advised of the designated parking area upon arrival.
7. 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.
8. 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.
9. Staff reserves the right to dismiss any vendor who displays disorderly conduct.
10. 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).
11. 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 Art Vendor Liaison at [lfwbfb.arts@gmail.com](mailto:lfwbfb.arts@gmail.com).**

**DOWNTOWN LINCOLNTON, NC • APRIL 22, 2017 • 11AM-7PM**

**704-735-3096 • [DOWNTOWN@LINCOLNTONNC.ORG](mailto:DOWNTOWN@LINCOLNTONNC.ORG) • [WWW.LINCOLNTONFOODWINEBREWFEEST.COM](http://WWW.LINCOLNTONFOODWINEBREWFEEST.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](http://www.lincolntonfoodwinebrewfest.com).

### 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 Artist Space

☐ 10 x 20 Artist Space

### Standard Fee

Application due by:  
Jan. 16, 2017

\$75

\$150

### Late Fee

Application due by:  
Mar. 10, 2017

\$100

\$175

This is a juried art event. It is advised to wait and send payment only after receiving official notification of festival acceptance. However, **payment is due within 2 weeks of notification of acceptance.**

### ELECTRICITY

Electricity is not available at the event site for art vendors. 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:

**\*\*REQUIRED\*\*** Please provide three (3) photos of your original work. If you have a website, blog or Facebook page that displays the type of work you plan to sell at the festival, a link may be submitted in lieu of photos. You may email photos or links to artwork to [lfwbfb.arts@gmail.com](mailto:lfwbfb.arts@gmail.com). Please include your name and contact info in email.

### 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 the Art Vendor Liaison at [lfwbfb.arts@gmail.com](mailto:lfwbfb.arts@gmail.com).

DOWNTOWN LINCOLNTON, NC • APRIL 22, 2017 • 11AM-7PM

704-735-3096 • [DOWNTOWN@LINCOLNTONNC.ORG](mailto:DOWNTOWN@LINCOLNTONNC.ORG) • [WWW.LINCOLNTONFOODWINEBREWFEEST.COM](http://WWW.LINCOLNTONFOODWINEBREWFEEST.COM)

ARTIST/GENERAL VENDOR APPLICATION

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

### PAYMENT INFO

Space Fee: \$

☐ I will Mail a Check.  
(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. I also understand my card will not be charged unless I am accepted into the event by the art panel, and only after I have been notified of my acceptance.

name on card

credit card #

expires

cvc

signature