



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

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 •



LINCOLNTON FOOD, WINE & BREW FEST FESTIVAL GUIDELINES FOR FOOD VENDORS

Note: We are seeking unique, eclectic and creative food vendors for this event.

FOOD VENDOR APPLICATION

1. The following information is required to complete application submission:
 - ✦ A copy of your food service permit.
 - ✦ A certificate of general liability insurance naming the City of Lincolnton and The Downtown Development Association of Lincolnton, Inc. as an additional insured.
 - ✦ A menu of items to be sold, including prices and photos of setup.
2. Electricity will be available **for purchase** (limited availability). However, a quiet-grade generator is allowed and must be approved by staff prior to event.
3. Food Vendors must possess a 5 lb. ABC fire extinguisher on site. An official from the Fire Department will inspect vendors during setup.
4. Food Vendors may **NOT** sell alcoholic beverages at the event.
5. Grease/oil disposal will not be provided.
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 (other than food trucks) 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).

*A reminder, the Lincoln County tax rate is 6.75%

*This is a rain or shine event.

Questions? Email the Food Vendor Liaison at lfwbffood@gmail.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.

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 20 Food Truck Space

☐ 10 x 40 Double Food Truck Space

Standard Fee

Must be Paid by:
Jan. 16, 2017

\$150

\$300

Late Fee

Must be Paid by:
Mar. 10, 2017

\$200

\$350

ELECTRICITY

Electricity is available for purchase (*limited availability*). There is a \$100 non-refundable fee for electricity to cover the rental of mobile generator unit(s). You must provide your own exterior grade extension cords to access mobile generator.

☐ I need to purchase electricity access for the event for \$100 non-refundable fee.

☐ I will be providing my own generator.

If providing your own generator, staff must approve prior to event. Whisper-quiet generators such as the Honda EUi Series inverter models or equivalent are preferred.

My generator is:

generator make and model

OTHER INFORMATION

Food Truck Dimensions: ft. by ft.

List additional 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 copy of your menu options with pricing, a photo of your set-up, a copy of your food service 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

PAYMENT INFO

Space Fee: \$

Electricity Fee: \$
(optional)

Total: \$

☐ 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

Questions? Email the Food Vendor Liaison at lfwbffood@gmail.com.

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

704-735-3096 • DOWNTOWN@LINCOLNTONNC.ORG • WWW.LINCOLNTONFOODWINEBREWFEEST.COM