



2017 CRAFT BEER BLOCK

Brewery Participation Form

Saturday, May 20, 2017

Noon – 4:00 PM (Session 1), 5:00 – 9:00 (Session 2)

**BREWERS MUST ARRIVE BY 11 AM
AND COMMIT TO BOTH SESSIONS**

Brewery Name AS YOU WOULD LIKE IT TO APPEAR ON MARKETING MATERIALS: _____

Address: _____ Business Phone: (____) _____

Point of Contact – Manager / Day-of Staff: _____

Title: _____ *Day-of Cell Phone: (____) _____

Direct Email: _____

Signature of Manager /Owner: _____ Date: _____

PARTICIPATION TERMS + CONDITIONS

EQUIPMENT + SETUP

- » Your contribution is 2 Kegs, 10 x 10 canopy, a Jockey Box / Taps, Table + Signage
Your product will be served in BOTH SESSIONS Initial _____
- » Provide at least 1 Company Representative to speak about product + setup Initial _____
- » NPMS will provide ice, cups and volunteers to serve beer Initial _____
- » **YOU MUST BE ABLE TO DELIVER PRODUCT BY 11 AM ON SATURDAY MAY 20** Initial _____

REGISTRATION + ELIGIBILITY

- » Application must be completed and returned by Friday, March 10, 2017 to be valid Initial _____
- » North Park Main Street reserves the right to refuse participation to any group Initial _____

MARKETING + SOCIAL MEDIA

Instagram handle: @_____ Twitter Handle: @_____

Facebook URL: _____

Website: _____

In order for your application to be considered complete, please make sure you have done the following:

- » “Like” the North Park Main Street + Explore North Park Facebook pages Initial _____
- » Follow us on Instagram @NorthParkMainStreet + @ExploreNorthPark Initial _____
- » Agree to share promotional posts related to the Festival of Arts / Craft Beer Block Initial _____

____ Yes, I would like to participate in early morning television spots in May 2017 (Limited Spots Available)

____ Yes, I would like to participate in On-Air radio promotions in May 2017 (Limited Spots Available)

County of San Diego Department of Health Permit Number: _____

Description of beer to be served: _____

Please return completed registration form to the
 North Park Main Street Office by **Friday, March 10, 2017**
 3076 University Avenue, San Diego CA 92104
 OR EMAIL TO angela@northparkmainstreet.com





2017 Craft Beer Block POLICIES AND PROCEDURES

The street is prepped for your arrival including: spill kits, dump buckets and overflow pitchers at each pouring location.

PLEASE CAREFULLY READ the information below

- All street drains will be completely sealed off. However there is **ABSOLUTELY NO DUMPING of beer, water, ice or ANYTHING in the street /on the sidewalk / in tree grates - under any circumstance.** PLEASE use only the DUMP BUCKETS provided. They will be clearly marked.
- If a spill or leak occurs, find the nearest Event Staff Member to assist you with a spill kit. Accidents happen, but we must remedy them immediately in order to avoid fines.
- **NEGLEGEANCE OR FAILURE TO COMPLY MAY RESULT IN FINES AND/OR REMOVAL FROM EVENT PARTICIPATION.**
- Absolutely No Drinking behind the taps.
- The only cups allowed in Craft Beer Block are the approved 2 oz tasters. **NO FULL SIZE CUPS ALLOWED**
- Any brewer who is seen drinking behind the taps will be asked to leave.
- All brewers must stand in line with attendees and use tasting card for any samples.

Under the City of San Diego’s Municipal Code §43.0301 (Storm Water Management and Discharge Control Ordinance) IT IS ILLEGAL is illegal to discharge pollutants into the storm water conveyance system.

Failure to prevent pollutants and illegal discharges from entering the storm drain system can result in fines up to \$10,000 per day, per violation.

BREWER AGREEMENT

I, _____, have read and understood the Policies and Procedures of the 2017 Craft Beer Block at the North Park Festival of Arts. By signing below, I accept the responsibility to adhere to these Policies and Procedures, and understand that failure to comply will result in removal from the Craft Beer Block and will prevent my company from participating in future North Park Main Street projects and events.

Brewery Name: _____

Representative Name: _____

Signature: _____ **Date:** _____

Email: _____

Cell Phone: _____ **Business Phone:** _____



North Park Festival of Arts

Craft Beer Block

Information Sheet

WHEN: Saturday, May 20, 2017

WHAT: The North Park Festival of Arts Craft Beer Block is a paid-entry area of one of the San Diego's largest art festivals. Nearly 35,000 San Diegans visit North Park each May for this festive, creative, colorful day to experience some of the best music, fine art, crafts, and performance art in the region.

Ticket holders for the Craft Beer Block will sample unlimited 2 oz beer tastes for one of two 4-hour sessions. This event is an excellent way to promote your brewery to more than 2,000 people in one day. Participants will receive ample social media promotion through the SDCCU Festival of Arts & North Park Main Street networks, including Facebook, Twitter and Instagram. You will have the advantage of promoting your business in advertisements such as San Diego Reader, CityBeat, Downtown News, Uptown News, Pacific San Diego Magazine, and others.

You can expect to serve approximately 2000 2oz servings in the Craft Beer Block

WHAT WE DO:

- Acquire 1-day ABC license to serve beer outdoors
- Provide tasting cups to all ticket holders
- Provide volunteers to serve beer samples
- Distribute flyers and posters promoting the event and sell tickets
- Promote the Craft Beer Block and your business through online social media and press alerts
- Include your business name on Festival of the Arts website, including a link to your website, and inclusion in other print advertisements
- Set up Live TV and Radio promotions with your brewers to highlight your specialties
- Provide logistics staff before & during the event
- North Park Main Street reserves the right to refuse entry to any brewer that fails to comply with the standards of the Craft Beer Block

WHAT YOU DO:

- **Please be prepared to provide 2 kegs and a jockey box for your beer to be served in 2oz tasters**
- **Provide a 10 x 10 Canopy, Table + Any Desired Signage**
- **Provide at least 1 company representative to speak about your product**
- **Have all materials delivered by 10am on Saturday, May 20, 2017. Breakdown will begin at 10pm**
- Promote the Craft Beer Block with posters and promotional materials produced
- Include promotion of the Festival in your email distributions, online marketing and social media

CONTACT: Angela Landsberg, Executive Director, North Park Main Street
3076 University Ave, San Diego CA 92104
Phone: (619) 294-2501
angela@northparkmainstreet.com