



February 17, 2018

SESSION I

3:00 — 6:00 PM

SESSION II

6:30 — 9:30 PM

It is with great excitement and anticipation that we send you this invitation to participate in the 8th annual Friendfest Beer and Wine Festival fundraiser to be held at Beltzner Hall in Kutztown on Saturday, February 17, 2018. We would like to invite you to join in the festivities that attracts consumers from the entire Tri-County Area, including the metropolitan areas of Allentown, Kutztown, and Reading, PA. In past years the event had a total of 14 breweries and 8 wineries represented with over 50 different brews and 40 wines. For those of you who have participated in prior years, your generosity and commitment to this event have enabled us to raise over \$60,000 to help improve the lives of children and families.

This year we are taking steps to provide you a better opportunity to have up to 900 individuals sample your merchandise. Knowing that the festival is an excellent, but none the less expensive venture, we are making changes to help share the cost with you yet provide benefits for participating:

- Your name will be included in all printed advertising for the event and all participating wineries and breweries will have the opportunity to sell their own products.
- This year we will be having two 3-hour sessions instead of 3 to give people ample time to sample your products.
- All participating wineries and breweries will get two complementary food tickets for each session.
- Participants will be provided with an 8' exhibit table, 2 chairs, and ice & ice bins. (Taps are NOT provided).
- We will reimburse \$150.00 to Breweries. You can bring more product but due to the fact that this is a fundraiser and all profits are donated we need to keep our cost to a minimum.

If you are interested in participating in Friendfest 2018, please complete the enclosed Vendor Participation Contract and return no later than December 16, 2017 via email (mprevoz@ptd.net) to guarantee a spot. If you have any questions, please feel free to contact Mark Prevoznik (610-248-6948). We look forward to seeing you in February for another outstanding event. Thanks!



BREWERY VENDOR PARTICIPATION CONTRACT

By signing and returning this contract to Optimist Club of Kutztown, I agree to showcase my Brewery on February 25, 2017, and to stay for the entire event.

Name of Brewery: _____

Contact Name: _____

Address: _____

City: _____ State _____ Zip: _____

Phone: _____ Cell: _____ Fax: _____

E-Mail: _____ Website: _____

RULES/INFORMATION:

- You may have 1 table and 2 chairs. A minimum of four cases or equivalent of each product you will be presenting is required. You must save 50% of your product for the second session.
- **There is no fee for participation.**
- We request that each brewery honor its commitment and not run out of supplies so as not to cause embarrassment by leaving an empty table.
- Two FREE vendor passes will be given out. The names of the people working your table must be provided to us by February 17, 2017.
- All ticket purchasers who attend will be provided a 6 oz. logoed tasting glass – please do not fill above the 1 oz. line.
- No one under 21 will be allowed to enter the festival.
- No mugs or glass items are allowed to be sold during the festival, because they are then used for tasting, but you may sell or give away any other promotional items.
- Set up must commence no later than 1:30 PM.
- No samples may be poured within the last 15 minutes of each session to give people time to finish drinking. People are NOT permitted to leave with open containers of alcohol.
- Breweries must make arrangements for your products to be delivered by your distributor Friday, February 24, 2017 or Saturday February 25, before 1:30 PM and BY APPOINTMENT ONLY. Wineries can bring their products when they set up the day of the festival.
- Wineries are permitted to sell their products in accordance to PA Law.
- Federal Tax ID # is 81-3655554 which can be used to write off your donations to this event.
- Optimist Club of Kutztown, P.O. Box 137, Kutztown, PA 19530 has a special event Liquor License # 85385, which permits us to purchase and serve alcohol during this event.



QUESTIONS:

- Will you be serving from kegs or cases? (Kegs recommended) Kegs Cases (circle one)
- Will you need an electrical connection? Yes No (circle one)
- How many people will be working at your table?

FIRST session? 1 2 (circle one)

SECOND session? 1 2 (circle one)

PREVIOUS YEARS ATTENDED: 2013 2014 2015 2016 2017

NAME AND DESCRIPTION OF BEERS TO BE SERVED:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

The undersigned agrees to comply with the Friendfest Beer and Wine Festival Rules and Regulations. The undersigned further certifies that he/she is the responsible party referred to in the “Rules and Important Information”, and that he/she is authorized to execute on behalf of the group and accept legal process in behalf of the group. The undersigned also agrees to hold harmless the Festival, Optimist Club of Kutztown, Friend, Inc, Borough of Kutztown, and the Kutztown Fairgrounds.

Printed Name: _____ Signature: _____

Date _____

Please return, with Proof of Liability Insurance, **Optimist Club of Kutztown as additionally insured**, by December 16, 2017 to guarantee a table.
Fax: 610-683-3500
Email to: mprevoz@ptd.net



DIRECTIONS TO EVENT:

From Allentown: Follow RT 78 west to RT 100 South. Follow Rt. 100 south about .25 mile, across a set of railroad tracks, to Schantz Road. Turn right onto Schantz road and follow Schantz road until it merges with RT 222, about 2 miles. Follow RT 222 South until it turns into a four-lane highway about 5 miles. Get off RT 222 at Exit 2, RT 737. Turn left onto RT 737 south and follow it to a stoplight. At the stoplight turn right and proceed to the third stoplight. Turn right. The Fairgrounds is two blocks on your right.

From Philadelphia: Follow the Northeast Extension of the Pennsylvania Turnpike to the Lehigh Valley Exit, number 32. Get off the turnpike and follow the directions from Allentown beginning with RT 78 west.

From Reading: Follow RT 222 north to exit 1, Virginville, Kutztown. Follow business RT 222 North past the airport, thru Kutztown University to the first stoplight. Turn left. The Fairgrounds is two blocks on your right.

GPS ADDRESS

Kutztown Fairgrounds
450 Wentz. St. Kutztown, PA 19530

GPS COORDINATES

N 40 31.07753
W 75 47.12352