



**Reed City Beer Festival  
Saturday, April 20, 2024**

**Vendor Registration Form**

**DESCRIPTION OF EVENT**

**WHERE:** Rambadt Park | 700 N. Park St. Reed City, MI 49677

**WHEN:** DATE: Saturday, April 20, 2024 | TIME: 12:00PM-5:00PM (VIP ENTRY @ 11am)

**TICKETS: General Admission:** \$35 (includes 6 drink tokens, 5 oz reusable tasting cup & parking) | **VIP:** \$55 (includes 10 drink tokens, 5 oz reusable tasting cup, VIP Lanyard, Early Entry to Beer Festival @11am & parking) | **Designated Driver:** \$5 (Must be 21+, cannot drink, includes parking)

**WHAT:** 2nd Annual Beer Festival with 20+ craft beers, food vendors, arts & crafts vendors, and live entertainment. We expect to have 500 - 750 attendees.

**MARKETING:** Each vendor will receive marketing through social media, be listed on our website, and be added to an email blast with over 500 contacts. ***In addition, the Reed City Beer Festival will be included in local publications and news outlets.***

**APPLICATION**

Name of Organization/Business: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Name(s) of Contact Person:

1. \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

2. \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Describe specific products that you propose to sell or exhibit at the festival:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**I AM APPLYING TO PARTICIPATE AS A:**

**Arts/Crafts/Exhibit/Apparel Vendor**

\$25 - Tables/Chairs not included

10'x10' reserved spot \_\_\_\_\_

**Food Vendor**

\$50 - Tables/Chairs not included

10'x10' reserved spot \_\_\_\_\_

\*All food trucks and vendors selling food items must obtain a [Peddler's Permit](#) through the City of Reed City before the event.

**I NEED ELECTRICITY: YES / NO FOR: \_\_\_\_\_**



## Reed City Beer Festival Saturday, April 20, 2024

### Vendor Registration Form

#### **MARKETING**

Our team is actively promoting this event daily and updating ticket holders about the new vendors of the Reed City Beer Festival. We promote all vendors on our website, [reedcitybeerfest.com](http://reedcitybeerfest.com), and both Reed City Chamber and Reed City Beer Festival Facebook pages (2.9k followers total), through word of mouth, and print materials. In addition, we send our ads to local media groups and news outlets to promote to thousands of followers.

Please email [reedcityareachamber@gmail.com](mailto:reedcityareachamber@gmail.com) the information below:

- Logo and/or 1-2 hi-resolution photos
- 3-5 sentences about what you are bringing to the beer festival (optional)
- Specials you will offer to the Reed City Beer Festival (optional)

Please have all applications in as soon as possible. **No applications will be accepted after April 14, 2024.** Be sure to include all products that you intend to market, offer, or sell on this form. The festival reserves the right to deny further participation to vendors who sell or market products that have not been disclosed on this form.

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### Day of the Event

#### **TIMELINE AT A GLANCE**

***Saturday, April 20th – A valid, non-expired Driver's License is REQUIRED at entry. Anyone entering MUST be 21+, NO EXCEPTIONS.***

**8:30-10:30 am** - Set-Up

**10:30-11 am** - Grounds cleared of all but brewers, arts/crafts/food vendors, volunteers, and Chamber of Commerce liaisons.

**11 am-12 pm** - VIPs admitted for early entry

**12 pm-4:30 pm** - Beer Festival General Admission

**4:30 pm** - Entrance Gate Closes

**4:45 pm** - Last call for drinks

**5 pm** - Everyone out!

#### **LOCATION & PARKING**

Rambadt Park - 700 N. Park St. Reed City, MI 49677

Brewery and Vendor Parking will be located in the parking areas on the **NORTH/EAST** side of the park.



### **CHECK-IN**

Please check in upon your arrival at the park **no later than 10 am** on Saturday. Check-in will take place at the front gate area from **8:30 am-10 am**. Each vendor will receive a General Admission wristband and a sampling cup. If you wish to taste on your break, or while the event is slow, you must purchase drink tickets at the ticket booth separately.

### **SETTING UP**

The park will open its grounds for set up on Saturday at 8:30 am, and **all setup must be completed by 11 am when pouring can commence**. The festival kicks off with a VIP hour at 11 am, followed by general admission at 12 pm. Beer service will conclude at 5 pm.

To ensure smooth operations, please relocate your vehicles to the designated brewer/vendor parking area by 10:45 am.

**For entry into the festival grounds, all attendees must be at least 21 years of age and carry a valid ID. Security and front gate volunteers will be conducting ID checks for age verification.**

### **Return completed application to:**

Alanna McBee at [reedcityareachamber@gmail.com](mailto:reedcityareachamber@gmail.com)

**Make checks payable to:** Reed City Area Chamber of Commerce | Memo Line: RC Beer Fest 2024 (Payment can be made in advance or on the day of the event. Cash or check only, please.)

**\*Fee includes admission into the festival. Drink tickets and other items must be purchased separately.**