



10th Annual
Southern Michigan Winter Beer Festival
Keeley Park (aka Jackson County Fairgrounds)
Saturday, March 14th 2020

Dear Brewer/Distributor:

We will be going on sale in December with our beer fest tickets which are \$30 in advance and \$35 at the door; all patrons are provided with a tasting cup and 10 tokens. We will continue for 2020 with a VIP ticket that will include an early admission ticket option that includes 15 tokens and a Commemorative Shirt the early admission ticket will be offered only in advance; the ticket price will be \$60. Beer fest tickets make great Holiday gifts we will be marketing on the Airwaves, Social Media and thru our great corporate sponsors and distributors.

Please fill out the attached registration form. **When filling out the registration it is understood that possible substitutions could occur due to availability. This years' festival will again offer some of the best Craft, Specialty & Import beers that organizations have to offer. **I will need the cost per case along with your inventory list so that I can confirm the quantities that I will need for this year's event.** I would like to encourage you to line up your inventory beers so that we can get the program out as early as possible. I understand that there may be last minute changes due to availability but if an initial list would be greatly appreciated.

You can showcase **(5) bottled beers** per table or **(3) varieties if they are served in a different vessel than single serving bottles.** You do not have to offer the above quantities per table if you want to do less or separate a brand we will certainly try to accommodate the request. The beers that will be offered for tasting will again be in both inside the American 1 Event Center and the outside tasting; so again this truly will be an outdoor winter event with an open building that will provide a walk out winter patio where patrons will find food vendors and fire pits.

PLEASE SEND YOUR PRODUCT IN AND REGISTRATION AS SOON AS POSSIBLE TO HELP US MAKE THIS ANOTHER STELLAR EVENT TO CELEBRATE BEER!

Vendor tables are \$150.00 checks can be made payable to: Jackson County Fair

- Electricity is available if requested.
- Vendors are responsible for all booth decorations ie. Hanging banners, decorations, etc.
- All participants are encouraged to promote the festival to insure the greatest success.
- Early drop off of product can be arranged if necessary.
- Set -up will be 8am-10am on Saturday March 14th.

I look forward to hearing from you feel free to give me a call at 517-788-4405 or email at dowens@mijackson.org if you have any additional questions.

I urge you to fill out the application below as soon as possible in order to secure your spot.

Sincerely,

Denise M. Owens
Fair Manager & Events Coordinator



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Southern Michigan Winter Beer Festival

Company Name _____

Contact Person _____

Phone Number _____

If you are a Brew Pub please list your State ID# _____

Number of tables _____ @\$150 each _____

T-Shirt Sponsorship _____ \$20.00

Please make checks payable to: Jackson County Fair

***New for 2020 sponsorship names on VIP T-Shirts \$20.00

We will be offering door prizes so if you have any items that you could provide for our patrons please indicate below:

_____ Yes we will provide door prizes.

Please attach your inventory list along with the cost per case/unit. In the past the majority of cases is 2 per beer type but adjustments can be discussed.

Please return this form with the enclosed envelop.