



Beer and Bite Gumeracha

Beer and Bite Form

Applicant Information

Name: _____
Last *First*

Business: _____
Business Name

City _____ State _____ ZIP Code _____

Contact Number: () _____ Email Address: _____

Proposed stall Purpose: _____

Information

Please fill out the information below regarding the Beer and Bite Festival

Stall size

- 3x3 (\$100)
- 6x3 (\$180) - Limited
- Other
- Feature Brewer Applicant (\$350)
- Event Partner (\$450)
-

Type of stall

- Food
- Brewery
- Other
- Feature Brewer* Applicant
- Event Partner*
-

Type of stall (What are you selling)

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Any Questions:

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Definitions:

Feature Brewer:

- . The feature Brewer will get a 3x3 (6x3 by negotiation) tent frontage at the event and also the right to have promotional material available at the gate for patrons.
- . The Brewer will also get the initial schooner sale included with the entry ticket to the event. (Example: Entry - \$25.00 > Price of schooner accumulated and given to brewer at end of event)(Schooner must cost less than \$5.00)
- . The feature brewer also gets access to the licenses of the venue
- . Extra promotional material allowed at venue during event > arrangement through management
- . Use of electricity onsite at event

Event Partner:

The event partner will be a major part of the Beer and Bite Festival and be announced as our major partner for the event

- . Acknowledgement of partnership on day and in posts
- . Event Partners logo present as part of the beer and bite logo on promotional material
- . Social media recognition of partnership including tagging
- . Logo present on website as part of logo
- . Promotional material at event > arranged with management
- . 3x3 stall space at event included

All event partner and Feature brewer positions are for this event only and do not carry over to the following years. All prices are based on this year's event only and may be subject to change in future years.

WHAT WILL BE THERE

- 15+ Artisan Craft Beer, Cider, Wine and Street Food Stalls
- Beer-Food Tastings and Demonstrations
- People's Choice Award
- German Beer Hall
- Live Music
- Games and Kids Activities
- Photo areas
- Picnic style lawn area near river
- Bus service from Tea Tree Plaza bus terminus to event (in planning)

BENEFITS

- Promotion of your brand to our social media and digital audience.
- Tastings and sampling opportunities for all Beer/ Cider/ Distilled alcohol/ Food ranges
- Showcase and sell your products to enjoy on site – No limitations will be placed on the varieties of craft beers you may promote/sell
- Develop your very own beer area (promotional material not limited)
- Sell memorabilia
- First year sellers will be reviewed favourably for future events and years

Would you be prepared to explain your business to event organisers and meet beforehand if needed

- Yes No

Logistics

- I will require entry passes (staff only) Car parking (1-2 allocated)
 Cool room space Electricity (Preference give to early applicants as limited)
 We will require the use of the venues liquor license (Regarding Purchase and Consumption)
 We will require a gazebo (For Hire from event)

Please enclose your public liability insurance cover when you return your form.

What is the Beer and Bite Festival?

The Beer and Bite Festival is a new festival based in Gumeracha in the beautiful Adelaide Hills that is designed to provide a fun and tasty day out for all fans of good hearty food and exceptional local and international craft brews.

This event will be an experience of the senses designed to introduce you to amazing food and new varieties and breweries that exist through South Australia and the world.

Get your friends ready for some SUMMER FUN

It is a requirement of all stalls and entrants to have the correct approvals to operate from the relevant government and local government regulators and administrative bodies. The Gumeracha Town Hall and District Association trading as the 'Beer and Bite Festival' take no responsibility for any compliance relating to your business / stall and other regulatory bodies.

If you are a brewery we require proof of your liquor license as part of your application and any other information that would be relevant to your business or operation.

We reserve the right to review and refuse any stall or group who we deem is not suitable for the event or does not fulfill requirements satisfactorily. We will however review all applications equally and welcome all stall holders to register for this event

Payments for stall will take place once the form has been received and your site / attendance has been approved. This will be sent to you in an invoice and is expected to be paid within the timeframe stipulated.

Send completed forms to:
Mr Henry Carter
Chairman, Gumeracha Town Hall
Po Box 337
Gumeracha 5233