

King City Craft Beer & Food Truck Festival

2020 Brewery Application



June 13, 2020

Noon - 9:00pm

25 Doctors Lane, King City

craftbeerandfood.ca

Application Process

NEW for the 2020 festival, alcohol vendors will complete this Application and submit it to the Event Coordinator **no later than Monday March 2nd, 2020 by 4:30pm** at events@king.ca or to:

Attn: Shannon Bennett
2585 King Road
King City, ON
L7B 1A1

****Please note, submission of a Brewery Application does NOT guarantee the vendor will be offered a brewery slot at the festival.***

- 1) The King City Craft Beer & Food Truck Festival Evaluation Committee is responsible for choosing breweries each year.
- 2) After evaluation of all applications, alcohol vendors will be selected based on the criteria listed on the next page.
- 3) Selected alcohol vendors will then be forwarded the Brewery Contract, which must be completed and signed no later than April 13, 2020 by 4:30pm.
- 4) Full payment must also be received no later than April 13, 2020 by 4:30pm.

Event Overview

King Township is excited to announce that plans are already well underway for the roll out of the 2020 King City Craft Beer & Food Truck Festival. The purpose of our event is to showcase some of the best craft beer and gourmet food trucks our province has to offer. The event is one of the first York Region outdoor craft beer festivals dedicated to promoting quality craft beer produced by local brewers such as yourself!

With event admission, patrons will receive three samples from the craft breweries of their choice and purchase beer tokens on site. As a craft beer vendor you will be featured on our event website, detailed in event press releases and featured in event advertising materials.

The Township reserves the right to offer alcohol vendor slots based on:

- Competing alcohol categories;
- The time the application is submitted;
- The extent to which the brewery/cidery abided by the "Event Policies" (See next page) at the festival in previous years, if applicable;
- Other factors the Township deems appropriate

All applications will be reviewed on a case by case basis.

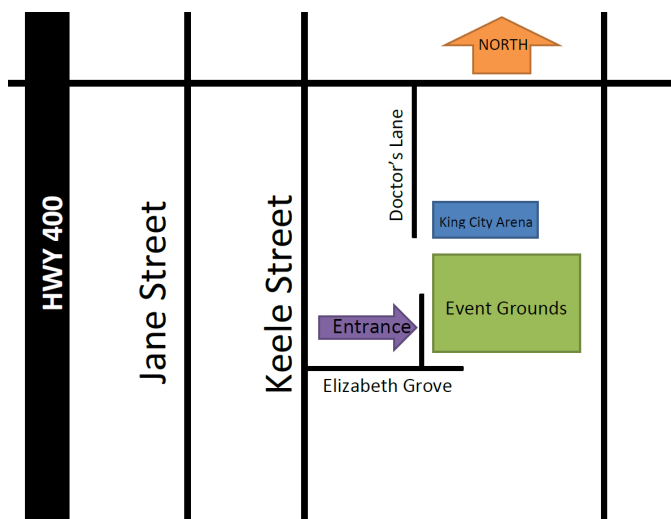
Craft beer vendor spaces are limited and will fill up fast! If you have any questions about the festival, please contact the Event Coordinator at 905-833-6558 or by email at events@king.ca

EVENT INFORMATION

Date: Saturday June 13, 2020

Event Hours (open to the public)
12pm - 9:00pm

Location: Memorial Park (25 Doctors Lane,
King City, ON)
Behind the King City Arena.



SET UP INFORMATION

Vendor set up time: Saturday **June 13** (9:00am – 11:00am)

Entry location: Turn East onto Elizabeth Grove (off of Keele Street), turn in driveway into King City United Church

Booth take-down time: Saturday **June 13** (9:15pm – 10:15pm - upon event completion)

Event Policies

CONFIRMATION

Accepted breweries will receive a confirmation email with a Brewery Contract attached. This contract and full payment MUST be received by April 13, 2020. Non-receipt of full payment by King Township will be deemed as evidence of cancellation and your reserved booth may be sold to another vendor on the waiting list.

CANCELLATIONS

Breweries may cancel by giving written (email) notice to the Event Coordinator by May 8, 2020. There are no refunds for cancellations after May 8, 2020. Any brewery that does not comply fully with the attached Event Policies will immediately have their vendor privileges revoked without a refund.

SAMPLING REDEMPTION (Profit Sharing)

The Festival offers a 60/40 split, remitting 60% to participating breweries. All breweries must exchange only event tokens for beer samples. No exceptions. Sampling tokens are sold to Festival attendees for \$2.00 (CDN) per token. Breweries must charge a minimum of one token per sample and are not permitted to 'give' away any alcohol product. The Event Coordinator will remit sixty per-cent (60%) back to the breweries for each token submitted. Tokens must be turned in to be counted at the end of the evening by 9:15pm on site at the Festival. Sample token reconciliation will occur immediately, with payment by cheque within thirty days following the completion of the Festival.

**** The Township of King will be providing all sample cups****

EVENT DAY POLICIES

- 1) Over serving alcohol is not permitted.
- 2) Customers will only receive a maximum 10oz in their own sample cup at a time. All sample cups will be provided by the Township of King. Vendors are NOT permitted to serve samples in anything other than Township of King provided cups.
- 3) Breweries may charge one or two tokens per sample (one sample=5oz). Under no circumstances will a brewery charge more than two tokens per sample. See possible options: One token = one 5oz sample OR two tokens = one 5oz sample, OR two tokens = one 10oz sample OR four tokens = one 10oz sample.
- 4) No vendors shall be impaired in any way while working at the King City Craft Beer and Food Truck Festival. If a vendor would like to sample beer during the event, they must first inform the Event Coordinator that they will no longer be working at the event.
- 5) Smart Serve certificates are required for all vendors and any person serving. Certificates must be available for inspection throughout the day. There should be at least 2 persons working at each vendor tent at all times.
- 6) Samples are to be traded for tokens only. No vendor may accept cash for samples at any time during the event.
- 7) Samples are only to be served from 12:00pm to 9pm on June 13, 2020. No free sampling is permitted and alcohol cannot be served before or after the posted festival times.
- 8) Vendors are not permitted to have any glass other than beer bottles on the vendor's site.
- 9) Vendors must provide an invoice reflecting the Special Occasions Permit for all product brought on site.
- 10) Vendors and exhibitors must have proper liability insurance in the amount of five million dollars (\$5,000,000) naming The Township of King as the "additional insured party", as a term of participation. Proof of insurance documents must be submitted at the time of vendor payment.

Brewer Information

Brewer BOOTHS

Each vendor will be given a space of approximately 10'x10'. If you require more space please contact the Special Event Coordinator, as additional fees may apply. All vendor booths cost \$250.

Brewer CONTACT INFORMATION

Company Name: _____ Main Contact Name: _____

Address: _____ City: _____ Postal Code: _____

Primary #: _____ Secondary #: _____

Email Address: _____

Social Media

Website: _____

Facebook: _____

Instagram: _____

Twitter: _____

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