



NOVEMBER 2, 2024

**BREWER
PARTICIPATION
GUIDE**

2024 Brewer Participation Packet

We are excited to invite you to participate in the City of Lancaster's Field of Draft™ 11th annual beer festival, an event that continues to grow and becoming a large part of the beer festival lineup which celebrates the craft of brewing. This event offers you a unique opportunity to showcase your exceptional brews to a passionate audience of beer enthusiasts. We would be honored to have your brewery participate in what promises to be a memorable and impactful event. Let's raise a glass together to great event!



ABOUT THE EVENT

Saturday, November 2, 2024
AV Fair & Event Center
2551 West Avenue H
Lancaster, CA 93536

POURING SCHEDULE

Connoisseur: Noon to 4:30 p.m.
General Admission: 1 p.m. to 4:30 p.m.



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This year's Field of Drafts™ features an incredible selection of local craft beers, a wine garden for the wine lovers, and a range of exciting activities that will keep everyone entertained. This event brings more than 4,000 guests who will indulge in unlimited beer with an all-you-can-drink pass. For those who prefer wine, the wine garden will offer a curated selection of fine wines to enjoy.

But that's not all! Friends will be able to challenge each other to a game of beer pong or corn-hole in friendly tournaments, or take part in a Wine and Paint session for a creative twist on the festivities. With delicious food from top-notch vendors to pair with their drinks, there's something for everyone to enjoy.

We look forward to your participation in making this event a massive success!

General Admission \$48

- Entrance to the Festival
- Souvenir Tasting Cup
- Unlimited Beer Samples
- 1 p.m. to 5 p.m.

Connoisseur Admission \$119

- One Additional Hour of unlimited Beer Samples from 12 p.m. to 1 p.m.
- Entrance to the Festival
- Souvenir Tasting Cup & Gift
- Access to the Exclusive Connoisseur Area with Select Beer Samples
- Catered Food



Why Participate?

- Showcase Your Brand:
 - Get your beer in front of hundreds (or thousands) of beer lovers.
- Networking Opportunities:
 - Connect with fellow brewers, industry professionals, and potential new customers.
- Marketing Exposure:
 - Your brewery will be featured in our event marketing materials, website, and social media channels.

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Participation Requirements

➤ Beer Submission:

- Brewers must bring a minimum of two flavors of beer.
- Bring a minimum of 6 kegs; (4) 15-gallon and (2) 5-gallon kegs of beer.
- The City will purchase a portion of the beer brought to the event and another portion will be donated.
- Tiered Donation Requirement:
Connoisseur beers are not included in this total

Brewer Participation	Donation Percentage	Purchase Amount	Max Purchase Amount
1 - 10	50%	50%	\$800.00
11 - 20	40%	60%	\$900.00
21 - 30	30%	70%	\$1,000.00

➤ Staffing:

- Each brewery is responsible for staffing their booth. We recommend at least 2 staff members to ensure coverage. This will maximize your exposure and customer service.
- Staff should be knowledgeable about the beers being served and enthusiastic about engaging with festival-goers.

➤ Booth Setup:

- Each brewery will be provided with a 10'x10' space, an 8ft table, and 2 chairs. A 10'x20' space can be requested for brewers to sell their brewery merchandise.
- Brewers are asked to bring their own branded tent(s) and any additional tables and chairs. Brewers are welcome to bring additional branding materials (banners, tablecloths, etc.).
- Each Brewer must bring a jockey box, tubs to store and ice kegs down, dump buckets and CO2. The City of Lancaster will provide ice in advance of and throughout the event.
- In effort to maintain a smooth set up, Brewers will be given a time frame to set up their booth. It is imperative that Brewers arrive timely.
- Weather, especially wind, is unpredictable in Lancaster, so please bring weights and other necessary items to anchor your tent(s).
- Please plan to have your booth set up by 11 a.m. on the day of the festival.

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➤ Insurance Requirement:

- General Liability Insurance and Liquor Liability; with Certificate of Insurance and Endorsement Pages
 - In the amount of One Million Dollars (\$1,000,000) per occurrence combined single limit; Two Million Dollars (\$2,000,000) aggregate for products/completed operation; Two Million Dollars (\$2,000,000) general aggregate
 - Liability Endorsement Description:
 - "City of Lancaster, The State of California, California Fairs Services Authority ,The District Agricultural association, County Fair, The County in which the County Fair is associated, Lessor/sublessor if fair site is leased/subleased Citrus Fruit Fair, California Exposition and State Fair, or Entities (public or non-profit) operating California designated agricultural fairs, their directors, its elected officials, officers, employees and volunteers are included as additional covered parties, but only insofar as the operations under this contract are concerned. 2024 Field of Drafts event."
 - Certificate Holder:
City of Lancaster,
44933 N. Fern Avenue,
Lancaster, CA 93534
 - The above verbiage must be on the Certificate. Certificate must be accompanied with the endorsement page(s).

Marketing and Promotion

➤ Logo and Branding:

- A vector file of your logo must be provided along with your application for use in marketing.

➤ Social Media:

- We encourage you to promote your participation in the festival on your social media channels and tag @cityoflancasterca on each post.
- We encourage you to link all social media handles to your vendor application, City will use direct links to advertise each Brewery.

➤ Event Website:

- Your brewery will be featured on the event website.

➤ Marketing Material:

- Please brand your booth with as much marketing material as possible. Please provide information to all attendees as you desire.
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How to Apply

- Fill out the vendor application to be considered as a participant in this year's brewer lineup. Brewers who submit applications early will have more opportunities to be included in marketing material, increasing the opportunity to be accepted. Space is limited; submission of an application does not guarantee a place in the event.
- In your vendor application, provide a detailed description of each beer you'll be serving (style, ABV, ingredients, tasting notes, etc.).
- Brewers will be required to fill out a Temporary Food Facility Application (TFF) for Community Events. Application is required by the LA County Department of Public Health. In effort to avoid additional fees, form must be submitted by Monday, October 14, 2024, without any exception.

Brewer Requirements

- Complimentary cups, provided to all attendees, measure more than the regulated amount to be served during a tasting event. Per ABC regulation, please pour only 4 oz. samples.
- Complimentary beer samples must be provided throughout the event. Brewers are not allowed to pack up and leave early.
- One representative must be on site for setup and tear down. Please educate all of your craft fans, but please enjoy the Festival as well.
- You will be given two Brewer passes, two vendor wristbands, two food tickets and two complimentary souvenir cups for staff working the event. The City will provide at no cost — ice, security, event map and load-in instructions (as the event approaches).

Important Dates

- Registration Deadline: Friday, October 4, 2024
- Brewer selection will occur by: October 11, 2024
- LA County Public Health TFF Form due by: Monday, October 14, 2024
- Event Date: Saturday, November 2, 2024

Contact Information

For any questions or additional information, please contact us at:

Email: prareply@cityoflancafterca.gov

Phone: 661-723-6077

Website: www.cityoflancafterca.gov/fieldofdrafts

Thank you for considering participation in the City of Lancaster's Field of Drafts™ beer festival. We look forward to having your brewery join us in this celebration of craft beer.