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**Event Details for The Fermentation Festival & Market**

**August 9th & August 10th, 2014**

**The Highlands Masonic Center - Denver, Colorado**

**Event Times and Setup Information**

**Saturday August 9th, 2014**

**Setup: 10:00am to 1:30pm**

**Meeting 1:45pm**

**VIP: 2:30pm to 7:30pm**

**General Admission: 3:30pm to 7:30pm**

**Breakdown: 7:30pm – 9:30pm**

Your equipment can be stored on-site overnight. If you have anything valuable that needs more protection than a temporary fence (if you are located outside) you may store it in the venue basement. Equipment will be behind locked doors inside. The venue does not have any refrigeration.

**Sunday August 10th, 2014**

**Setup: 11:00am to 1:30pm**

**Meeting: 1:45pm**

**VIP: 2:30pm to 7:30pm**

**General Admission: 3:30pm to 7:30pm**

**Breakdown: 7:30pm – 9:30pm**

**On-Site Contact: Dan Karabacz - Ph. 609-517-8116**

**\*Time subject to slight change**

**\*You may be able to leave a few items on site Friday night prior to the festival. The venue does not have a walk in but kegs, cans, bottles and equipment can be stored in the basement.**

**General Festival Info**

**This one-of-a-kind event will feature beer, wine, cider, distilled spirits, kombucha, sauerkraut, kimchi and many other fermented or pickled items. The festival goal is to increase awareness of the world of fermentation. The event will have a strong educational focus in a fun approachable environment.**

Vendors will be set up both outside and inside. Please let us know of your preference as soon as possible. Spaces will be filled on a first come first served basis.

**Anticipated Ticket Sales**

**Total 700 guests per day. An accurate update will be given prior to the event.**

**\*Ticket sales will be capped at 1,200 per day.**

**Ticket Sales and Website**

www.fermentationfestival.com

**Beverage Supply & Pouring**

**This event is the first of its kind in Denver and we want to continue to make it special. Participants are encouraged to bring funky, unique and weird beverages. The variety of beverages served will be vast. Everything from whiskey to kombucha to kefir(fermented soda) will be on-site for attendees to taste.**

**This is considered a tasting event. Pours will be less than 2 ounces.**

**Please provide at least 2 types of beverages poured each day. Variety is always encouraged.**

**Supply should be enough to handle between 600 and 1000 guests each day. Contact us if you would like a specific amount for your company. We will give an update on ticket sales when the festival nears.**

**Education Seminars**

**Please contact** [**beercraving@gmail.com**](mailto:beercraving@gmail.com) **if you are interested in giving a short lecture on your choosing at the festival(Class revenue will be split 50/50 between the speaker and the festival). In addition to class ticket sales, all VIP ticket holders will receive 2 educational seminar tickets.**

**Revenue Sharing & Ticket Sales Incentive Information**

**Each partner will receive .2% of overall ticket sales. We will also have a question on our ticketing page that will ask where the ticket buyer heard about the festival. If they list your company you will receive $5 for every ticket. Checks will be mailed within 30 days post of the festival.**

**Marketing**

**The event will be marketed through a variety of newspapers, websites, radio and video. Additionally, BeerCraving has a dedicated social media base and an extensive list of attendees from our other events.**

**We want this to be a successful festival for everyone. Remember you share in the ticket revenue and make an extra $5 for every person who mentions the name of your company when purchasing tickets. Here are some ways you can let people know about the festival:**

Facebook

* **Announce your participation in the festival**
* **Put the event in your event calendar**
* **Invite all your friends**
* **Post updates/reminders about the festival a few times in the coming weeks**
* **Posts should be enthusiastic and express excitement**

**Don’t forget to tag us when posting as @Fermentation Festival and @BeerCraving and provide website url – www.fermentationfestival.com**

Twitter

**Say you’re excited to be at the festival and leave the url –**[**www.fermentationfesitval.com**](http://www.fermentationfesitval.com)**– tag @beercraving, #craftbeer and #fermentationfestival**

Instagram

* Send us a short description of your company along with pictures of our products (preferably ones you will be bringing to the festival) and we’ll post them on the festival’s Instagram

Newsletter/ Dedicated Email

* **Send a dedicated email to your mailing list letting them know about the festival and that you will be there.**
* **Be sure to use Fermentation Festival in the subject line.**
* **Tell people to mention your brewery when they buy tickets**
* **We may be able to create a promo code to get your fans $5 off tickets too.  Inquire if interested.**

Encourage your Employees to Come

**We offer service-industry discounts for all BeerCraving festivals. Please inquire within for the discount code.**

Marketing Materials Allowed at Event

**Table décor, banners, and other swag, such as t-shirts, hats, hoodies**

**Please no stickers. A removal fee of $5 per sticker will be billed to your company if stickers end up on venue walls.**

**Please relay all marketing questions to Mike Burns at** [**beercraving@gmail.com**](mailto:beercraving@gmail.com)

**Weather**

**This is a rain or shine event. Please plan accordingly. The Highlands Area of Denver does experience severe wind at times. For safety purposes you will not be permitted to break down before the festival has concluded.**

**Supplied Equipment and Materials**

The following equipment and materials will be provided for you at no cost:

* **One approximately 8’x5’ station**
* **One 8ft table for marketing materials and/or jockey boxes/ice bins**
* **Cups for festival participants**
* **Ice for cooling your product**
* **Trash cans and dump buckets**
* **Water for rinsing**

**Non-supplied Equipment and Materials:**

* **Marketing materials, banners, or other logo gear**
* **Party taps, pitchers, or jockey boxes for beer dispensing**
* **Keg tubs or ice tubs/buckets for bottles**
* **CO2 or any pressurizing devices**
* **Tools, rope/bungees, rags, hosing, or fittings**
* **Tent weights**
* **Lighting or electrical service**
* **Heating, cooling, or rain protection equipment for personnel**

Your equipment can be stored on-site overnight. If you have anything valuable that needs more protection than a temporary fence (if you are located outside) you may store it in the venue basement. Equipment will be behind locked doors inside. There is no refrigeration at this venue.

Entering the Festival

**You will pick up your festival badges, lanyards and wristbands at Will Call at the front gate. You will receive 4 lanyards per company per day. These lanyards will be required for you to gain re-entry and you will use them for BOTH DAYS. We do not have replacements so DO NOT LOSE YOUR LANYARD. You will also be given festival wristbands. These will also need to be worn at all times to be in the festival. You will need to get a new wristband on Sunday.**

Set up and Breakdown

**IF YOUR EQUIPMENT CAUSES ANY DAMAGE TO ANYONE ELSE’S EQUIPMENT, THE VENUE OR A PERSON YOU WILL BE HELD RESPONSIBLE FOR ALL COSTS.**

**This is an INDOOR/OUTDOOR festival.**

**You can begin unloading at 10am on Saturday.**

**Dan Karabacz will be your on-site contact. You can reach him via email at** [dan@beercraving.com](mailto:dan@beercraving.com) **In case of emergency you can reach him on his phone at 609-517-8116**

**There is a mandatory meeting at 1:45pm on Saturday for all participants. Please be ready for guests at 2:20pm.**

**You can begin breaking down at 7:30pm. You must be finished by 9:30pm.**

Directions to Event

**The event venue is easily accessed from either Federal Boulevard or West 38th Ave.**

The Highlands Masonic Center

3550 Federal Blvd  
Denver, CO 80211

Event Contact Information

***Mike Burns Will Gainok Dan Karabacz***

**Event Coordinator Event Coordinator On-Site Coordinator**

**Ph. 215-630-4231 Ph. 530-864-6385 Ph. 609-517-8116**

[**beercraving@gmail.com**](mailto:beercraving@gmail.com) **will@beercraving.com** [**dan@beercraving.com**](mailto:dan@beercraving.com)