



**5<sup>th</sup> Annual Kennebec River Brewfest**  
**Augusta, ME**  
**Saturday, August 6, 2022**

Dear Brewers/Wineries/Distilleries and Distributors,

It is that time of the year again, and we are gearing up for our annual Kennebec River Brewfest. This is our first year back in person, and we are confident that it will be another successful event! We hope to have a wide selection of breweries, wineries, and distilleries participating and show casing the wonderful achievements of Maine people. In the past our event drew over 500 people in 2019, and we are ready to beat that number at this year's 2022 Kennebec River Brewfest.

Once Again, we invite you to participate in this popular event. The Brewfest, held at Mill Park in Augusta, can have 1,000+ people

**Location:**

**Mill Park**

**1 Water Street Augusta, ME 04330**

**Date:**

**Saturday, August 6, 2022**

**Time:**

**12:00 pm to 5:00 pm**

This event is highly publicized and sells out every year, so it will be an excellent opportunity to promote your brewery and your beer in Augusta and Central Maine. If your brewery has a distributor in the Augusta area, we are happy to work with them; however, please make sure you arrange beer delivery before the event.

We will provide you with booth space, an 8' table, two chairs, empty buckets to dispose of beer, and tap water will be available. In addition, you are reasonable for providing your beer, ice chests, or keg barrels and a sign or banner with your brewery's name and logo. For all additional details and information, please read the attached agreement.

Please complete the enclosed form and return it via mail or email no later than the date in reading the agreement. The sooner you get your information back to us the faster we can your name and branding on t-shirts, posters, and marketing publications.

We are looking forward to seeing those of you who have participated in years past both in our traditional Brewfest event and our Brewfest backpacks, as well as meeting new brewers/wineries/distilleries and distilleries this year.

Sincerely,

Iris Alexander

Marketing & Events Manger



Saturday, August 6, 2022  
Mill Park, Augusta, Maine

## **DETAILS AND AGREEMENT**

### **Location-**

- The Brew Fest will be held in Mill Park in Augusta located at 1 Water Street in Augusta.

### **Time-**

- This event will run from 12:00-5:00pm
  - General Admission- 12:00-5:00pm

### **Tickets-**

- Brewers will be given two complimentary tickets (sent to the e-mail address on your application). These tickets are yours to use as you please. Brewers do not need them to get in, but they will not be able to get other brewers beer without one. Tickets will be e-mailed the week of the event.
- You will also have the option to purchase up to 4 additional tickets for a discounted rate of \$30.

### **Setup-**

- You will be able to start set up at 10am and must be set up by 11:30am. Spots are given to brewers at arrival time.
- All cars will need to be out of the park by 11:30am.
- Each Brewer will have a 10x10 space with an 8' table.
- Electricity will not be available please bring your own source of power
- We strongly encourage brewers to bring a popup tent. Depending on your location, you may be in the sun.

### **Parking-**

- Brewers can park on Canal Street.

### **Supplies-**

- We will provide an 8' table, 2 chairs.
- We will have very limited ice, so please bring your own if possible.
- Tap water will be available; however, the water faucet is roughly 100 yards from the pavilion.
- We will have empty buckets for attendees to dispose of beer.

- There will be a red dumpster for your use. Please remove all your trash after the event.
- All other supplies should be brought by the Brewer.

### **Serving-**

- If you use a distributor, please make sure you arrange beer delivery prior to the event.
- Lilac Mixology & Catering will provide bartender staff to provide “pour and serve” service for attending breweries and exhibiting hard alcohol vendors/distributors that require pour and serve staff.
  - Charge for each required bartender is \$25.00 per hour paid in advance by each respective brewery or distributor/vendor requiring pour and serve services. In the event of multiple breweries or distributors combining together in one service area to only require one bartender the hourly fee can be divided equally among the respective participating breweries. Bartenders will either wear plain black collar shirts (polo style or oxford) and black pants or will wear branded shirts from their assigned brewery or distributor. In the case of wearing branded shirts the chosen/desired style will be provided by the respective brewery or distributor and will be provided the day of the event to the bartender.
- We recommend having 2-3 different options
- General Admission ticket holders will have unlimited 4oz pours.
- **The 4oz pour on the glasses is located at the 2 ‘e’s in logo. Over pouring will not be allowed. (see below diagram) \* If serving wine or spirits, please pour according to the chart below.**
- Under State Law, people pouring beer are not allowed to consume beer behind the serving table.
- Bracelet color information for drinker identification will be sent along at a latter date. Only those with a colored bracelet may be served. This means their ID has already been checked and they are over 21 years old.

### **Breakdown-**

- Last call will be at 4:45pm. Please only start breaking down after 5:00pm. Cars will be allowed back in once the park is clear of visitors to back up.

### **Payment-**

- Each Brewer will be compensated \$350 for attending.
- If you did not send a \$20 check payable to the State of Maine for the license, we will deduct that from the \$350.
- If you are not a member of the Kennebec Valley Chamber, we will give you \$50 off your first year’s membership.

### **Documents-**

- All documents must be received prior to setting up.



4oz is marked on the logo  
above by a solid red line.

Wine- 1.5 ounces (measure before pouring)

Spirits- .5 ounces (measure before pouring)

I, \_\_\_\_\_ have read the above details.

\_\_\_\_\_  
(signature)

\_\_\_\_\_  
(date)



Saturday, August 6, 2022  
Mill Park, Augusta, Maine  
10am (set up start time)-5:00pm

**Brewery Info:**

Name	Phone Number
Contact	E-Mail Address
Mailing Address	Town, State, & Zip

**Questions:**

Do you use a distributor? If so, who?

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Please list type of beer you will be Serving:

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**Cover the Basics:**

- Fill out page 3 of the Application for Special Taste Testing Event (see attached) and send a check payable to Treasurer, State of Maine back to us with all other documents. \*\*
- We will need a copy of your insurance with Kennebec Valley Chamber listed as an additionally insured. \*\*
- We want to help advertise for you! Send us a **transparent** digital copy of your logo. So, we can use it on marketing material\*\*
- Signed Agreement. \*\*
- Send in the above completed application. \*\*

Send all items to [IRA@kennebecvalleychamber.com](mailto:IRA@kennebecvalleychamber.com) or mail to 269 Western Ave, Augusta Maine.

\*\* Failure to submit these items will result in us not letting yo