



New Hampshire Brew Fest 2010 Saturday, October 2nd



Back after a tremendous first year, the NH Brew Fest is the premier event in NH for craft brewers from the entire NE region and beyond to showcase our talent. The New England MBAA Chapter will again be hosting this event, with proceeds going to the our chapter's scholarship fund as well as the Prescott Park Arts Festival. Last year was a tremendous success, generating a generous donation to our fund as well as to the Prescott Park Arts Festival. Redhook Brewery has again donated space for approximately 30 breweries to setup outside in their natural grass amphitheater. With foliage season being in full swing on this date, tourism will be booming in NH and this type of event will draw substantial crowds. Anticipated attendance will be around 3,000 beer fans for 2 sessions on Saturday, October 2nd, 2010. Registration for breweries interested in participating will be open until September 3rd.

We expect a great response to this festival and suggest you indicate your interest and register early. Breweries will be confirmed only after we receive your registration form as well as your insurance certificate. We will fill all slots on a first come first serve basis.

This year we are adding a **VIP session** before the start of the first session. For one hour, a limited number of people (200 tickets will be sold) will be able to sample VIP Session beers and get some one on one time with all of the world class brewers present. We ask that you bring one small keg of something special for this session.

Who is Prescott Park Arts Festival?

Prescott Park Arts Festival is an outdoor summer-long festival in Prescott Park, located in downtown Portsmouth, NH, on the water. Established in 1974, the festival has effectively served over 3.5 million people through more than 10,000 productions and presentations. The festival currently reaches over 180,000 people each summer and is one of the most-loved summer family traditions in the Seacoast area. For more, visit: www.prescottpark.org.

NH Brew Fest Event details

- **Oct 2nd, 2010 event in Portsmouth, NH at Redhook Brewery**
- **Two sessions:** Session 1: VIP 12-1pm, General Public 1-4pm
 Session 2: 6-9 pm
 (max of 2,000ppl. per session)
- **Tickets:** VIP Session: (200 tickets, advance sale only)
 \$45.00 (advance sales only),
 General Public Sessions:
 \$25.00 advance sale
 \$35 Day of event
- **Radio promotion through Clear Channel radio stations**
- **Live Music each session**

NH Brew Fest Will Provide the Following

- Custom beer glasses.
- 4 event passes for brewery staff
- 8' table for each brewery to pour from (tents provided for sun/rain protection)
- On site refrigerated storage for event beer starting 9/30
- Unlimited 40 lb bags of ice for Jockey Boxes
- Security staff
- Food Vendors & Live Music
- Brewer/volunteer food and rest area (You will have two hours between sessions to restock your booth, eat and socialize with your fellow brewers. Food and drinks will be provided.)
- Brewer/volunteer only portable restrooms
- Event posters to hang in your establishment or key accounts

Brewery Responsibilities

- *All beer is to be Donated. This event is to raise money for our New England MBAA Chapter.*
- Sign up deadline: September 3rd. Do not delay. Spots will fill up fast!
- To comply with NH liquor laws, all beers poured MUST be currently sold in NH or brands will need to register with the state in advance of the event, and the appropriate NH state tax paid on those kegs. We will help you with this process. It is painless!
- Certificate of Insurance – You know the drill: must provide coverage and minimum limits:
 - Names Redhook Ale Brewery as added insured parties:
Craft Brewers Alliance, Inc.
35 Corporate Drive
Portsmouth, NH 03801
 - *We are attaching a "Boiler Plate" version of the insurance certificate. Please have your insurance company fill out one that meets all necessary minimum insurance levels etc.*
- Beer deliveries may be made to Redhook's dock 9/30 and 10/1 between 9am – 4pm
- Load in time for booths: 8-11am on the 2nd Oct. (No vehicles will be allowed into the tent area after 11 am)
- Breweries will need: all pouring equipment –jockey boxes and CO2. Bring what ever you like to decorate your booth but no stickers are permitted (Prescott Park and the district are renting the tents)
- Brewers will pour their own beers, event volunteers will be on hand to assist in restocking and ice replenishing. As this is an MBAA sponsored event, it is important that as many brewers be present as possible to interact with the public while pouring their beer, as well as to help with setup and festival breakdown.
- Breakdown of booth and removal of cooperage that evening.

For registration details and any questions contact:

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