

KEYSTONE BLUEGRASS AND BEER FESTIVAL 2021

Brewery Registration

August 7th & 8th / 1pm-5pm both days / Keystone, Colorado



WELCOME BACK RETURNING BREWERIES AND WELCOME ABOARD NEW BREWERIES!

Join us for the 24th Anniversary of the Keystone Bluegrass and Beer Festival back August 7th & 8th, 2021!

The Keystone Neighbourhood Company invites you to participate in our upcoming 24th Annual Bluegrass and Beer Festival in Keystone's River Run Village on August 7th & 8th, 2021. 24 years, yes that is the truth, in 1996 Keystone hosted one of the first "micro-brew" festivals in the state and what a long way we've come. We know that you have a choice of multiple craft beer festivals to attend any given weekend in Colorado but we invite you to join us at one of the longest running and most well organized craft beer festivals in the state. This festival will showcase craft beer from Colorado and beyond, leading bluegrass musicians and a fun weekend for everyone!

Thank you to those breweries who have participated in the previous years. We had a very successful 2019 festival with a wide variety of breweries and an extremely strong bluegrass line-up and our hope is to continue with this tradition in 2021. We appreciate everyone's understanding of having to postpone the festival in 2020 and we are so excited to have everyone back! We also continued the #keystonebestbrew competition last year and it was a great success with local brewery, Angry James taking 1st place. We look forward to bringing the "best brew" competition back using brewery tokens and to see continued participation of all the breweries.

If you are a new or returning brewery, please read the following information as this years' stipulations will apply to all breweries involved. Each participating brewery must provide its own 2-3 person staff, a 10X10' festival-quality tent or canopy, and at least 4 kegs. Approximately 6,000 people attend the event over the two days. Please note that each brewery's booth placement will be determined by the order in which we receive brewery confirmations. **Each brewery will be allotted a 10X10' space and will be paid \$475 total to utilize in covering expenses including but not limited to staffing, lodging and beer for the event.** Spots will be limited this year. The pouring time for the grand craft beer sampling/tasting will be from 1 – 5 PM on both Saturday, August 7th and Sunday, August 8th.

Enclosed is a registration form that can be filled out directly. When completed, please email scanned copy (best option erin@keystoneneighbourhood.com) to the Keystone Neighbourhood Company. **We ask that you reply no later than the deadline date of Wednesday, June 30th, 2021.**

The festival continues to see significant growth year over year with the KNC's added resources towards national bluegrass acts to compliment the amazing breweries that are in attendance. We continue to focus on bringing great acts to this festival that draw beer lovers and the bluegrass audience alike.

We anticipate yet another extraordinary festival in Keystone's River Run Village and hope you will join in the celebration!

Happy Brewing,

Erin Bisette
Special Events Supervisor - Keystone Neighbourhood Company
970.423.8990 phone // erin@keystoneneighbourhood.com

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FESTIVAL INFORMATION

Benefits to Participating in the Bluegrass and Beer Festival

- Marketing and advertising opportunities up to approx. 6,000 attendees (newspaper, Denver and local radio, Comcast and RSN television, 5280 magazine, Keystone in-house pieces, 200+ festival posters, multiple websites, over 70,000 fans on Keystone Resort's Facebook and Twitter pages.)
- Opportunities for industry networking
- Participation in established craft beer festival with approx. marketing value of \$100,000.00

Event Provisions Supplied by Keystone Neighbourhood Company

- \$475 to supplement four kegs, lodging and staffing provided by the brewery
- Refrigerated overnight keg storage for the entire festival.
- (2) 8 ft. banquet tables and linens
- (6) 20 lb. bags of ice each day of the festival
- Four two-day commemorative festival glasses and wristbands for staff to participate in the event when they are not working (must be 21 years of age or older) - valued at \$300.00
- One 5 gallon dump bucket and two water pitchers along with volunteers to help manage both throughout the day
- A brewery specific team to deliver and manage ice and kegs
- Discounted mugs for additional needs
- Brewery inclusion in the official festival map, website, poster & festival t-shirt

Event Provisions Supplied by Brewery

- 10'X10' festival-quality tent or canopy
- Weights for each tent (sandbags, weights, or blocks; no spikes or nails please) – 40lbs of weight per leg with a strap attached to the tent top are the requirements per Lake Dillon Fire Rescue
- 4 kegs of craft beer
- Pouring equipment along with apparatus storage and pitchers.
- 2-3 staff to pour and educate festival attendees about your beer
- Lodging (Keystone Resort – 888.690.7669 or Summitcove.com - 877-250-7750)
- Certificate of Insurance naming the Keystone Neighbourhood Company additionally insured

Event Schedule

Friday, August 6th, 2021

3:00pm – 6:30PM Keg drop-off at refrigerated truck – Welcome bag pick-up
Tent set up if you like (no security provided Friday night)

Saturday, August 7th, 2021

7:30-9:30 AM Brewery tent set up (vehicles must be removed from the Events Plaza by 9:30am)
10:00-11:00AM Registration walk around
1:00-5:00 PM Microbrew Grand Tasting/Sampling

Sunday, August 8th, 2021

7:30-9:30 AM Brewery tent set up (vehicles must be removed from the Events Plaza by 10am)
1:00-5:00 PM Microbrew Grand Tasting/Sampling
5:00-8:00 PM Load-out

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BLUEGRASS AND BEER REGISTRATION FORM

Name: _____

Brewery Name: _____

E-Mail Address: _____

Mailing Address: _____

City, State, Zip: _____

Cell Phone: _____ Work Phone: _____ Fax Number: _____

Brewery Instagram: _____

(Included on your festival signage for best brew competition)

Event Provisions Supplied by Brewery

- 10'X10' festival-quality tent or canopy
- Weights for each tent (sandbags, weights, or blocks; no spikes or nails please) – 40lbs of weight per leg with a strap attached to the tent top are the requirements per Lake Dillon Fire Rescue
- Four kegs of craft beer
- Pouring equipment along with apparatus storage and pitchers.
- Staff & Lodging
- **Please attach a copy of your current Certificate of Insurance. Minimum Insurance coverage is \$1 million per occurrence and \$2 million per aggregate. Upon approval of this registration, all participating breweries will be required to have "Keystone Neighbourhood Company" named as an additional insured on your policy.**

The undersigned ("Applicant") does hereby and forever release Keystone Neighbourhood Company, Keystone Resort, their subsidiaries, parent companies, sponsors, employees, agents, contractors and all related entities and persons ("Released Parties") from all actions, suits, damages, claims and demands whatsoever in law or equity arising out of participation in any of the 2021 Summer Festivals. Applicant agrees to abide by all the rules set forth in this application and to be present to conduct business during all agreed festival hours. By signing below, Applicant understands that the Keystone Neighbourhood Company has the right to refuse any vendor for any reason, which may include items to be sold or competition with Keystone Neighbourhood Company and/or River Run Merchants. Also, placement of all vendor space is non-negotiable and will not be changed for any reason. Applicant agrees to defend, indemnify and hold harmless the Released Parties from any and against all claims, liabilities, suits and causes of action (including attorney's fees and other costs) for injuries and/or deaths to any person or for damage or destruction of property resulting from any act or omission of Applicant, its agents and employees arising or growing out of the performance of this Agreement.

Signature: _____

Date: _____

Please email erin@keystoneneighbourhood.com or fax this completed form **no later than June 30th** to **970.423.8994**. Please call Erin Bissette at 970.423.8990 if you have any questions.

We look forward to your participation in our 2021 Bluegrass and Beer Festival!