



HATTIESBURG CRAFT BEER FESTIVAL

Saturday, March 9, 2024 | 6 – 9PM
Town Square Park, Downtown Hattiesburg



Dear Sponsor/Vendor,

The Downtown Hattiesburg Association invites you to the **10th annual Hattiesburg Craft Beer Festival on Saturday, March 9, 2024, from 6-9 p.m.** (VIP entry at 5 p.m.) at Town Square Park. This event takes place as part of **FestivalSouth**, as a **FestivalFringe** event, setting it apart from other beer festivals as we showcase the art and artists behind craft beer.

We are excited to see this event continue to grow and thrive after a two-year hiatus from the pandemic. The Downtown Hattiesburg Association is once again teaming up with VisitHattiesburg, Southern Beverage Co., Stokes Distributing, Southern Prohibition, and others to ensure the festival experience is better than ever for brewery representatives and festivalgoers. This year's festival is presented in part by Corner Market, with support from VisitMississippi.

While creating a great experience for everyone is a top priority, the Hattiesburg Craft Beer Festival serves as the primary fundraiser for the Downtown Hattiesburg Association, which is the city's official Main Street Program and provides year-round programming, advocacy, and events.

We could not hold this event without the support of our sponsors. Your contribution as a sponsor ensures a quality festival, which not only benefits the Downtown Hattiesburg Association but our community and culture. Events like this continue to make Hattiesburg a destination for the craft beer economy.

The success of our event over the last ten years means that we are attracting more people to the Hattiesburg Craft Beer Festival. Not only are locals joining us to celebrate the craft beer culture of our area, but we are also drawing a diverse crowd from across the state, region and country. This is an excellent opportunity to reach an active and involved crowd.

We invite you to join us! By sponsoring this year's festival, your brand will be viewed by more than a thousand craft beer fans in the gates and countless others through our marketing and promotions! All sponsor packages can be customized to meet your specific needs and goals – we want this to be beneficial to you and your mission. Please contact me for more information on sponsoring the 2024 Hattiesburg Craft Beer Festival.

Cheers!

Andrea Saffle,
Executive Director, Hattiesburg Downtown Association

SPONSOR & VENDOR INFORMATION

CORPORATE SPONSOR BENEFITS:

- 10x10 booth space at event
- 2 GA wristbands for 2 booth attendants (must be age 21+)
- Swag bag item inclusion (optional)
- Company banners at event (provided by company)
- Mentioned in festival guide and on website as sponsor
- Facebook and newsletter recognition

GROWLER - \$500

- Corporate sponsor benefits plus
- 6 GA tickets

FIRKIN - \$1,000

- Corporate sponsor benefits plus
- Listed on poster
- 2 VIP tickets (with shirts), 4 GA tickets

KEG - \$2,500

- Corporate sponsor benefits plus
- Half page ad in festival guide
- Listed on poster
- 4 VIP tickets (with shirts), 6 GA tickets

BARREL - \$5,000

- Corporate sponsor benefits plus
- Presenting sponsor
- Full page ad in festival guide
- Facebook Live at business
- Logo on sampling mug
- Listed on poster
- 6 VIP tickets (with shirts), 8 GA tickets

CORPORATE SPONSOR BOOTH AND VENDOR BENEFITS:

- Mentioned in festival guide and on website as Vendor
- Facebook and newsletter recognition
- 2 GA tickets for staff to enter
- Limited spaces available*

INTERACTIVE –

(contact for pricing)

- Vendor benefits plus
- Demo opportunity
- Limited spaces available*

FOOD VENDOR - \$175

- Vendor benefits plus
- Opportunity to sell food
- Limited spaces available*

MISC. VENDOR - \$150

(contact for details and approval)

VIP TICKET INCLUDES:

- Exclusive access to specialty craft beers
- Food experience
- Event t-shirt
- Early admission (5PM)
- Access to VIP tent with seating, air conditioning, and private bathrooms
- Souvenir sampling mug
- Unlimited sampling of beer

SPONSOR & VENDOR FAQs

When do I check-in? Set-up is from 1 p.m. to 4:30 p.m. on Saturday, March 9, at Town Square Park in Downtown Hattiesburg. Vendors must check in at the information booth. Each vendor has a reserved booth and will be provided with a map and booth number at that time. Vendors may arrive beginning at 1 p.m. and spaces should be completely set by 4:30 p.m., with VIP attendees entering at 5 p.m. Vendors are responsible for setting up their own booth space, and volunteers will not be provided.

When and how do I take down my booth? We will end the Festival at 9 p.m. Early take down is not allowed under any circumstances. Vendors will be responsible for completely breaking down their own booth space. All remaining trash must be removed and brought to the dumpster. No items should be left in your space.

How many tickets do I receive? When registering at the information booth the day of the event, each vendor will be provided with General Admission wristbands for up to two (2) booth representatives to work your space. All representatives must wear a wristband to enter the event for set-up and throughout the event. Any representatives found without a wristband will be asked to leave or purchase one. Additional representatives may purchase tickets at hattiesburgcraftbeerfest.com. If you are a sponsor of the event, tickets and t-shirts will be delivered directly to your office prior to the event.

Can those under 21 work my booth? No. All booth representatives and assistants must be at least 21 years of age. No one without a valid ID showing they are 21+ will be allowed to enter the Festival gates. IDs must be presented at check-in to the information booth attendant.

How many people can I bring with me to work? All booth staff must be over 21 years of age. Each booth rental will receive two (2) tickets for the staff to enter. Any other staff will be required to purchase either a general admission or DD ticket.

Can I bring my children or pets? No. If your child is under 21, they cannot enter. Your fur children won't be permitted either, no matter how many dog years they are!

What should I bring? The Festival will provide you with a 10x10 designated space. You are welcomed to bring your own lights if electricity is available. Additional tables can be brought in as long as they fit within the allotted space. Everything else should be brought by you. Booth spaces are uncovered, so a canopy tent is highly recommended. Due to the possibility of winds, canopy tents should be properly anchored in a safe way without being a tripping hazard. A minimum of 20-pound weights anchored to each leg is recommended.

What services are provided? Our staff has handled every detail to make sure that this event is a success. We also have a large group of seasoned volunteers to keep things running smoothly. We will have volunteers and staff floating through the event, so look for someone in a "Brew Crew" shirt if you have questions or need help. However, vendors are responsible for keeping their stations clean and orderly, notifying the Festival of only special or unusual maintenance needs within their designated space.

What do I do with trash in my booth? Each vendor is responsible for trash at their own booth. Please bring all trash to the dumpsters located at the edge of the park. We are pleased to bring recycling back to the Festival this year, and recyclable material may be placed in the blue receptacles.

What if I need help at the event? Please look for someone wearing a "Brew Crew" t-shirt for assistance. We will also employ security during the course of the event.

Am I responsible for my own space? Yes, you must manage your booth at all times. Event management does not provide tents, tables or chairs, and does not guarantee product sales, attendance, or booth success. Likewise, we assume no responsibility for personal property damage or loss, or liability for injury to any attendee, guest, participant or participant's officers, employees, agents by acts including but not limited to, losses from natural disaster, fire, theft, ordinary negligence, and accidental damage and injury or others. Vendor representatives must comply with all applicable laws, rules, regulations, and ordinances.

What is my legal responsibility? Booth representatives shall be responsible for obtaining any licenses, permits or approvals required under local, state, or federal law applicable to their activity at the event and must collect 7% sales tax (10% for food vendors) on sold items and turn in to Event Management at the end of the Festival, as required by the Mississippi Department of Revenue. The sales tax forms (provided by us) and payment may be submitted to the Festival representative at the Information Booth at the conclusion of the event.

What isn't allowed to be sold/provided at my booth? Pepsi products are not allowed as Coca-Cola is a sponsor. This includes water, soda, liquor and beer. And remember to keep anything else classy and legal, of course! If you have a question about something being sold or provided by your booth, ask! You may contact the Festival committee at hburgcraftbeerfest@gmail.com.

LEGAL

Reservation of Right. Event Management reserves the right to reject, eject, or prohibit any participant or booth representative.

Fire and Safety Regulation. All fire and safety instructions, whether verbal or posted in the facility, must be strictly adhered to at all times.

Attendance. No one under the age of 21 is allowed, no exceptions. No pets allowed.

Security. Event Management will employ security during the course of the event. Event Management, staff, nor the owners of the facility will assume any responsibility for personal property.

Limitation of Liability. Event Management assumes no responsibility for personal property damage or loss, or liability for injury to any attendee, guest, participant or participant's officers, employees, agents by acts including but not limited to, losses from natural disaster, fire, theft, ordinary negligence, and accidental damage and injury or others except that which may result from the Event Management's willful misconduct or gross negligence.

Non-Guarantee. Event Management does not guarantee product sales, attendance or booth success.

Compliance with Laws. All participants must comply with all applicable laws, rules, regulations, and ordinances.

Event Cancellation. In the event of event cancellation due to fire, natural or man-made disasters, strikes, governmental regulations or other causes beyond our control, the booth representative may not hold Event Management, sponsors, staff, or owners of the premises responsible for any loss incurred as a result of cancellation.

No Other Representations. No oral representations, conditions, or promises will be honored unless in writing. All agreements have been incorporated into this document and supersede any other representations made by either party.

Insurance. Event Management and the facility are not responsible for loss or damage to exhibitor's property; and in the event the exhibitor desires to have goods, samples and other property brought upon the exhibition premises insured against loss due to any cause, he shall obtain such insurance at his own expense.

Amendment to the Rules. Event Management reserves the right to adopt, orally or in writing, any additional rule or regulation, move or remove an exhibit, or take any further action if Event Management deems such action necessary for the good of the event. Said action shall have the same force and authority as though fully incorporated in the agreement herein.

Photo Policy. By attending the Hattiesburg Craft Beer Festival (the "Festival"), you consent to being filmed and or photographed, whereas your image, voice, and likeness may be used by the Festival producers for promotional purposes. Any photography taken at the Festival, whether in digital or analog format, is subject to mandatory, non-exclusive license to the Festival producers for use in Festival promotional purposes. Any artwork or performances sponsored by the Festival or taking place on Festival grounds is also subject to a mandatory, non-exclusive license to Festival producers for use in Festival promotional purposes. No third-party videotaping is allowed.

SPONSOR/ VENDOR REGISTRATION FORM 2024

Online registration available at: hattiesburgcraftbeerfest.com.

Thank you for your support of the Hattiesburg Craft Beer Festival! Please complete the form below in its entirety to submit your registration. If using your allotted booth space, by completing this application you indicate that you agree to the Booth Rules and Regulations included in the information packet.

Company Name (as it is to be listed on website and materials): _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Website (for linking from Festival website): _____

Facebook Page (for recognition): _____

Contact Person: _____ **Title:** _____

Phone Number: _____ **Email:** _____

On-Site Contact Person (must be age 21+): _____

Phone Number: _____ **Email:** _____

Please select your level of sponsorship:

- Barrel - \$5,000
- Keg - \$2,500
- Firkin - \$1,000
- Growler - \$500
- Interactive Vendor – (negotiable)
- Merchant Vendor - \$150 (or 10% of sales)

Indicate t-shirt sizes per sponsor level:

- Barrel (6 shirts) _____
- Keg (4 shirts) _____
- Firkin (2 shirts) _____

How will you pay?

- Check (HBURG Craft Beer Festival, Mail to: HHDA, PO Box 150, Hattiesburg, MS 39403)
- Credit Card (We will contact you for information.)
- Cash

NOTE: As there are a limited number of interactive vendor and sponsor booth spaces available, they will be accepted in the order deposits are received.

Would you like a 10x10 booth at the festival?

_____ Yes _____ No

Tables, chairs, and tents are **not** provided by festival.

Are you bringing a tent?

_____ Yes _____ No

The festival is outside, so it is highly recommended that you bring a tent.

Do you require electricity?

_____ Yes _____ No

There is a limited amount available. We will do our best to accommodate this need, but it is **not** guaranteed.

Will you be selling products at your booth?

_____ Yes _____ No

What kind of products or information will you have available at your booth?

If you are sampling or selling food and beverages, indicate product details here.

*If you do not receive an email with approval within 10 business days, please email hburgbeerfest@gmail.com to make sure you are approved. All food or beverages sold or sampled **MUST** be approved.*

Anything else to add? Special arrangements or requests?

We will do our best to accommodate all needs, but we cannot guarantee they will be met.

Requests will be considered on a first come, first serve basis.

Please email a high-quality JPG or PNG of your logo along with your completed application to hburgcraftbeerfest@gmail.com.