

— 10<sup>TH</sup> ANNUAL —  
**MUSIC CITY**



## Two Great Festivals in Middle Tennessee!

### MUSIC CITY BREWER'S FESTIVAL

**SATURDAY, JULY 30, 2011**  
**SESSION A: 12N – 4PM**  
**SESSION B: 6PM – 10PM**

**Walk of Fame Park | Nashville, TN**

### BREWSBORO FESTIVAL

**SATURDAY**  
**OCTOBER 8, 2011**  
**TIME: 2PM – 7PM**

**The Avenue | Murfreesboro, TN**



The 10<sup>th</sup> Annual Music City Brewer's Festival now reaches 7,500+ avid beer fans each year!

The Brewsboro Festival was originally hosted in 2005 and now makes it's return to Murfreesboro; Tennessee's 5<sup>th</sup> largest market!

We hope that we can count on your support this year as we showcase the best brews available in Middle Tennessee! For the brewers that are able to participate in both events, we have a special thank you for you!



Receives 15% of net tickets

## Why Murfreesboro? Reach your demographic!

**Murfreesboro 2010 Population: 104,232**

- Persons aged 21-64: 63,380 (60.8%)
- With Some college or more: 37,086 (62.91%)
- Household Income: \$50k+ : 18,571 (45.83%)

**Rutherford Co. 2010 Population: 262,138**

- Persons aged 21-64: 135,557 (60.27%)
- With Some college or more: 94,218 (57.19%)
- Household Income: \$50k+ : 52,094 (53.28%)



Rutherford and Cannon Counties  
Will receive  
15% of NET tickets

# FESTIVALS DETAILS – WE WILL PROVIDE

*We are accepting up to 50 breweries for Music City Brewer's Festival and up to 30 for Brewsboro Festival.*

## BREWERY PARTICIPANTS will receive PER EVENT:

● **Onsite Display:** 10 X 10 tent including 1 table & 2 chairs

● Ice

● CO2 provided by NUCO2

● For the Music City Brewer's Festival only: refrigerated truck for storage on Friday night for out of town brewers provided by DET Distributing

Note: Neither DET, MCBF, BBORO are responsible for any loss, theft, or damage of brewers' products or equipment stored on truck or in venue.

● **Credentials:** 10 Staff Passes (Anyone working the event must be 21 yrs old+ and have a pass. Additional passes may be used for customers, friends, or family)

● Passes will be valid for both sessions at MCBF. Separate passes will be used for BBORO. All credentials are valid for 1 person. These are non-transferable.

Note: This is for all Staff / Workers for your booth and all workers must be 21 yrs old+ and have a valid photo I.D. with ticket or pass for entry. They will not be replaced if lost or stolen.

● **Volunteers:** We can provide for you or you can provide your own – please specify on agreement page.

● **Souvenir Package:** with T-Shirt & Cup

● **Accommodations:**

● For Both MCBF AND Brewsboro – The first 25 brewers that sign up for **BOTH EVENTS** are guaranteed a room at the Hilton Downtown for MCBF: One (1) room for Friday (7/30/10) and one (1) room for Saturday (7/31/10). For Brewsboro: brewers are guaranteed one (1) room for Saturday night (10/8/11) at the Embassy Suites Hotel & Conference Center.

● Music City Brewer's Fest ONLY – The first 15 brewers to sign up for **MCBF ONLY** are guaranteed one (1) room for Friday (7/30/10) and Saturday (7/31/10) at Union Station Hotel.

● Brewsboro ONLY – The first 5 brewers to sign up for **Brewsboro ONLY** are guaranteed one (1) room for Saturday (10/8/11) at the Embassy Suites Hotel & Conference Center (next door to the Avenue).

● **Brewer Reception for MCBF:** Friday night at Yazoo Brewery in the Gulch (Details TBA – Music City Brewer's Fest only).

● **Brewer Meals:** One meal ticket at MCBF from Mafiaozza's and one meal ticket at Brewsboro from Jim n Nick's BBQ

● **Event Marketing:**

● Inclusion in event brochure

● Logo & link inclusion on website [www.musiccitybrewersfest.com](http://www.musiccitybrewersfest.com) and [www.brewsborofest.com](http://www.brewsborofest.com), plus additional social networking with Facebook, Twitter, etc.

# FESTIVALS DETAILS – WE ASK YOU TO PROVIDE

## BREWERY PARTICIPANTS will provide:

- Minimum of nine (9) kegs for Music City Brewers Festival
- Minimum of three (3) to four (4) kegs for Brewsboro Festival
  - Your choice of brew
  - High Alcohol Beers (over 6% ABV) are welcome. If you don't have kegs and must bring bottles or cans, please plan for disposal.
- Booth signage: banners, posters, flyers, etc.
- Taps
- Regulators
- Coil Boxes
- Any equipment you may need onsite including dollies, extension cords, etc.



\* The first 25 breweries that sign up for BOTH events are guaranteed a room at the Hilton Downtown for the Music City Brewer's Festival.



# YES...SIGN ME UP!

Brewery Name: \_\_\_\_\_

Please check a box below:

- Music City Brewer's Festival ONLY
- Brewsboro Festival ONLY
- BOTH events!! (AND MY ROOM AT THE HILTON FOR MCBF PLEASE!)

Brewery Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Brewery web site: \_\_\_\_\_

Name for Hotel Room: \_\_\_\_\_

## Volunteers: (Please check one)

- I will provide my own (2) volunteers (per session for MCBF and for the day at BBORO) to help pour at my booth
  - I need you to provide 2 volunteers to help pour at my booth
- ✓ Please fill out the Agreement information (above) and fax back to 615-664-2497 OR email to [candaceprice@clearchannel.com](mailto:candaceprice@clearchannel.com).
- ✓ Please email your logo to [jannagarner@clearchannel.com](mailto:jannagarner@clearchannel.com) to be uploaded to the event website.



## ATTENTION OUT OF STATE BREWERS

(Not distributed in Tennessee)

Please note that if you are not distributed in Tennessee, you must submit for a beer certificate of registration (30 day permit) and provide a \$40 permit fee.

For permit applications or other details for the event, please click on the "Brewer Details" Tab at [www.musiccitybrewersfest.com](http://www.musiccitybrewersfest.com) and [www.brewsborofest.com](http://www.brewsborofest.com)

Questions? Please contact...  
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