



Details & Demographics

Saturday, August 22, 2009 RAIN OR SHINE
 11am – 7pm (Taps open Noon–6:00pm)
 Nashoba Valley Ski Area Westford, MA
 1/2 hour west of Boston

Award Winning Live Blues Music
Craft Beer Tasting - 40–60 regional & craft
 breweries & special Cask Ales table, Brewing demos,
 BJCP & AHA sanctioned Homebrew contest
Food, Craft & Vendor booths
Raffles & other special on-site activities

Anticipated attendance in 2009:
 2500–3000 people, primarily age 25–55

*The BluesNBrews Festival is open to all ages.
 The tone of our event is casual and upbeat.*

Brew Table Terms

WE WILL PROVIDE:

- ✓ 6' Table under the Brew Tent
- ✓ Sampling Cups
- ✓ Ice and Barrels for the beer
- ✓ Pitchers of water, Bar Towels, Spillage Buckets, etc.
- ✓ Stewards to assist at the pouring stations
- ✓ Participating breweries are listed in our Commemorative Program Book and on our web site
- ✓ Private, Catered Dinner Buffet for Brewers

PLUS... the special amenities listed at right

WHAT WE ASK OF YOU:

- **Your product donation:** We count on 3 half-barrels of product per table (or the equivalent in bottles). Small breweries who can't afford to donate that much product are welcome to share a table with another brewery.
- **Please bring your own cold plates, tap handles and CO₂.** If this is a problem for you, call us; we may be able to help.
- **If you sign up, please show up.** We have a limited number of tables and once they're booked, we will stop taking reservations. If you have to back out, please let us know well in advance so we can fill your table.
- **Please arrive no later than 10:30 to allow time for check-in.**



THE IMPORTANT STUFF:

There is No Charge to participate

- YES** – **WE PROVIDE ICE...** and Water, Towels, Tasting Cups, Keg Barrels, Spillage Buckets, Tables, Chairs, Tent, etc.
- YES** – **We are a CharityEvent.** Beneficiaries are listed on our web site.
- YES** – **We can accept deliveries** prior to the festival.
- YES** – **You can sell logo gear** at your table. (No glass.)
- NO** – **We do NOT crown a "best beer"**– Blues'n'Brews is an equal opportunity festival
There is no such thing as a best beer, anyway!

SPECIAL AMENITIES

- ☺ **Private Catered Buffet Dinner for the Brewers**
- ☺ **Dedicated Staff Toilet & Indoor Restrooms**
- ☺ **Hand Wash Station near the Brew Tents**
- ☺ **Free on-site Vendor Parking (Private Lot)**
- ☺ **PostEvent Party** if you want to stick around for it:
Unwind while our volunteer crew helps kick the unfinished kegs and let us help you load-out!

Brewer Registration Forms
 available at www.BluesNBrews.com
 or email: maincontact@bluesnbrews.com

Sponsorship Opportunities

Sponsor Breweries receive special acknowledgement and promotion, such as program book advertising, web site promotion, on-stage announcements, premium booth space, logo banners on stage or other special area, etc. **Please inquire if interested.**

PRODUCT SPONSORSHIPS

OFFICIAL BREWERY OF BANDS & SECURITY

product donation (typically 30 cases)

VIP Brewery

provide beer for 150-200 at VIP Reception

Brewer Buffet Sponsor

provide beer for about 75 at Brewer Dinner

Micro-Blues Sponsor

be the exclusive brewery sponsor for one of our promotional events held at various restaurants throughout the year

Homebrew Contest Sponsor

provide swag and/or financial support for the annual AHA & BJCP-sanctioned homebrew contest organized by F.O.A.M. in support of the BluesNBrews Festival

FINANCIAL SPONSORSHIPS

Brief descriptions are listed below. For full details about any sponsorship, please contact us.

Commemorative Cup Sponsor \$ 500-1000

Your brand logo (exclusively) on official Commemorative Tasting Cups

Wristband Sponsor \$500

Your brand logo on festival Wristbands

Radio Brewery Sponsor \$2,000

Your brand (exclusively) featured in our radio ads on 50,000-watt major radio stations, full page program book ad, premium booth position at the festival, logo on our t-shirts, etc. Ask for details.

Premier Brewery Sponsor \$3,000

All the benefits of a Radio sponsorship, plus brand logo on stage. (Brand must be appropriate for the "craft beer" category.)

Making a Difference

This festival was founded expressly for the purpose of promoting the artisanship and products of craft brewers... and festival founder/director Kathi Duprey insists we stay true to that goal!

We're committed to providing a brewer-friendly atmosphere. We try hard to ensure fair representation for all brands.

We do offer some Brew Sponsor opportunities and we like to change sponsors every year just to be fair, so if you're interested in a little extra publicity, talk to us.

If you have a cask offering to promote, let us know. We dedicate at least one table each year to cask ales. The table is staffed by our friends from NERAX who will treat your brew with the respect it deserves!

It takes a lot of work to put on the Blues'N'Brews Festival.

Most of it is done by Rotary volunteers, with help from our family and friends. It requires ten months of careful planning and countless hours of dedicated hard work... not to mention production expenses totalling over \$30,000.

It's our club's main fundraiser so we put a lot into it.

The payoff comes—literally—when we present the checks to our chosen beneficiaries each fall. **The money we raise supports programs that are truly life-changing.**

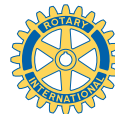
None of this would be possible without the support of our brewers, vendors, sponsors, and fans.

On behalf of all our beneficiaries... **Thank You!**

Get in on the Action!

CONTACT:

Westford Rotary Charitable Endowment Inc.
P.O. Box 231, Westford, MA 01886



BREW TENT MANAGER:

John Flanagan j_m_flanagan@yahoo.com 978-764-7518

FESTIVAL FOUNDER & EXECUTIVE DIRECTOR

Kathleen Duprey 978-772-3612 fax 978-772-9247

Festival website: www.bluesnbrews.com

Blues N BREWS 2009

Charity Fundraiser featuring Live Blues & Craft Brews

www.BluesNBrews.com

BREWER INVITATION