



# Corporate Booth Space Application

### Top 3 Benefits of Beer Cheese Festival Booth Space:

1. Promote your business to as many as 20,000+ people in a single day! Booths may be used to promote your business, sell merchandise, recruit employees, etc.
2. The festival is heavily promoted regionally, and routinely appears in popular national publications. Examples include: **Television** (Lex 18, local access cable channel 5, and more), **Radio** (WMST, WKYN, WWKY, WIVY, WKCA, WYCO, and more), **Newspaper** (Winchester Sun, Lexington Herald Leader, Wall Street Journal, and more), **Magazines** (Garden & Gun, Cooking with Paula Deen, Cincy Magazine, Bon Appetit Appalachia, Kentucky Monthly, Southern Lady, Southern Living and more) **Website** ([www.beercheesefestival.com](http://www.beercheesefestival.com), viral listicles, and more), **Social Media** (Facebook, Twitter, Instagram, Snapchat), **Email** (Mayor's E-line, Winchester-Clark County Chamber of Commerce, Shop Local Kentucky e-blasts and more).
3. Community Pride! Proceeds of the festival are reinvested in downtown Winchester!

### THE FINE PRINT

Vendors are accepted first come first serve. Booth placement is at the discretion of the Beer Cheese Festival Committee. Committee decisions are FINAL. Booth space is 10ft x 10ft. No electricity will be available and generators are generally not permitted. Booth vendors must supply their own tent, table, Chairs, etc.

Set up begins at 7am on the day of the festival. Setup must be completed by 9 am and all vehicles removed from the street. Clean up begins after 5pm. You may not remove your booth prior to this time. (Violators will not be asked back for future events.)

Booth assignment packets will be mailed out no later than May 15<sup>th</sup> (except late entries). No booth space will be assigned until full payment is received. Payments received after the deadline are at the discretion of the committee and must include the late fee.



### Please join us for Shop Local Kentucky Beer Cheese Festival

DATE: Saturday, June 8, 2019      DEADLINE: Friday, May 10, 2019,  
Applications received after this date will incur \$25.00 LATE FEE (subject to availability)

### Please mark your selections below:

Our company is interested in sponsorship opportunities at the Beer Cheese Festival

10ft. X 10ft Booth Space, # of booth spaces requested: \_\_\_\_\_ X \$250 each = Total Enclosed \$ \_\_\_\_\_

Company Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

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

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

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

By signing, I certify that I have read and agree to the terms in the Beer Cheese Festival Vendor Agreement and the Assumption of Risk, Release of Liability and Indemnification form available @ [beercheesefestival.com](http://beercheesefestival.com)

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

### SUBMISSION:

Mail completed applications & check (payable to City of Winchester) to:  
Beer Cheese Festival, 1619 Bypass Road, Winchester, KY 40391

Questions? Visit us on the web at [beercheesefestival.com](http://beercheesefestival.com).  
Area Contact: Kathy Lykins, 859-771-5756 (text), [kdhykins@gmail.com](mailto:kdhykins@gmail.com)