



2017 Participating Guidelines

The 2nd annual Oregon Trail Brew Fest is Saturday, July 22nd, 2017 on Main Street in downtown Oregon City! Please read the below information to determine if you are interested in participating.

The application deadline, including receipt of the participation fee in the form of a check or credit card payment, is March 17, 2017.

Please note that application does not guarantee inclusion, only consideration. You will be informed if you are selected by March 24. If you are not selected, we will send you a refund check.

The Inaugural Oregon Trail Brew Fest was introduced in 2016 in partnership with the 7th Annual First City Celebration. As the name implies, the brew fest celebrates beer from along the Oregon Trail. Last year's event was a huge success, featuring 20 breweries from Oregon, Idaho, Missouri, and Wyoming. The event will again be partnered with the First City Celebration.

The Oregon Trail Brew Fest is not a competition and there are no awards given. It is an opportunity to taste beers from 20 of the breweries located along the Oregon Trail. Last year at least 5,000 beer lovers traveled from around the Portland metro area to participate in this unique event. We encourage breweries to create unique and exclusive beers for this festival!

Brewers have the option to serve beer at the festival and your brewery is encouraged to send representation. Representing your brewery is an opportunity to connect with attendees and share more information about your beer and brewery. There are no individual booths per brewery however we may initiate a "Meet the Brewer" program throughout the day. More information will be shared as available. Breweries who choose to send representation and beer pourers must follow all volunteer pourer guidelines.

PARTICIPATION FEE

Your brewery must pay a participation fee of \$200 to cover the costs of marketing, advertising and signage. We will send you an invoice once we receive your application. We accept credit card payments online or over the phone and checks may be made payable to the Downtown Oregon City Association. Your check will be cashed upon receipt.

This fee is non-refundable if you are selected to take part in this year's festival. If you are not selected to participate, we will issue you a reimbursement check within one week of notification.

The participation fee includes exposure through our public relations and advertising efforts, along with inclusion of your brewery name, logo and website link on our website. The fee also covers signage, which the festival will provide.

PRICING

The Oregon Trail Brew Fest will purchase two (2) half-barrel kegs of two different varieties of beer, 4 kegs total. If we wish to purchase more than 4 kegs, we will contact you directly. We may ask that local breweries bring additional kegs to have on hand to be purchased the day of in the case that we run out of some beer.

The festival will pay up to \$185 per half-barrel keg. We ask that your kegs be priced competitively and that the total cost per keg includes freight charges to Portland, Oregon. If your brewery is interested in participating, but you are out of the area and the cost of shipping is prohibitive, please first contact Sarah Vale at sarahvale@downtownoregoncity.org. We will accept smaller kegs, bottled or canned products on a case by case basis.

The festival is always looking for new and unique breweries from along the trail, so please contact us if you have concerns or issues and you will be considered on an individual basis.

Product donations are accepted. Your donation is 100% tax deductible. Receipts for donations will be provided upon request. All proceeds from the event go towards the Downtown Oregon City Association, a 501C3 non-profit working towards the revitalization of downtown Oregon City.

SHIPPING

Shipping to and from the event is your responsibility. Clarification on all shipping details will be provided upon your brewery's acceptance. For those without a local distributor we will work with you to get set up with a temporary distributor. We will make every effort to put you in touch with other participating breweries in your region in an effort to consolidate shipping.

BENEFITS

Each participating brewery shall receive:

- Marketing collateral package (posters, fliers, etc.)
- Logo and beer description on the official event website, www.oregontrailbrewfest.com with a direct link to your website
- At least one dedicated mention on our social media
- Two Oregon Trail Brew Fest T-shirts (value of \$40)
- Two souvenir tasting glasses and 10 beer tokens (if present at the event)
- Signage for your beer serving station (seen by 5,000)
- Beer name and description on event beer list
- On-site exposure of your name and product to 5,000 beer fans

PAYMENT & SUBMISSION

If you are interested in participating at the 2017 Oregon Trail Brew Fest, please fill out the online application at <http://downtownoregoncity.org/brewery-information/>. We will send you an invoice upon receipt of your application. We accept checks and credit card payments online or over the phone. Checks are to be made payable to the Downtown Oregon City Association and sent to 814 Main Street, Oregon City, OR 97045. Checks must be received by March 17. **Your Brewery attendance will not be confirmed until payment is received.**

We will let you know if your brewery has been selected by March 24. If you are not selected, your check will be refunded immediately.

If you have any questions about the festival or the application process, please contact Sarah Vale Rapp at 503-802-1638 or sarahvale@downtownoregoncity.org.