



FLOYD FANDANGO WINE AND BEER FESTIVAL
2010 Winery Application

July 3rd & 4th, 2010 ~ 11am-9pm, Blue Cow Pavilion (milepost 170.5 Blue Ridge Parkway)

This application is reflective of some changes to the general guidelines and protocol for participating Floyd Fandango wineries. These changes are being enacted in an effort to make the event, which is unique in its inclusion of wine, beer, and overnight camping, functional and profitable for all involved. The bullet point changes are as follows:

- The event will be limited to 10 participating wineries.
- Wine tastings will be unlimited until 6pm and sold by glass or bottle only thereafter
- Wineries will be selected via lottery, excepting those on the Blue Ridge Wine Trail, which receive preferential acceptance based on locality.
- All wineries will receive double booth spaces, at 10' x 20', for their \$250 application fee
- Event hours are 11am – 9pm, Saturday, and 11am-7pm Sunday.
- All participating wineries must agree to remain open until 9pm on Saturday and 7pm Sunday
- An after-hours gathering will be held both evenings for exhibitor personnel, staff, and camping attendees. Food will be available for purchase, and entertainment will be provided.

Contact Name: _____	
Winery Name: _____	
Address: _____	City: _____
State: _____ Zip _____	Phone: _____ Fax: _____
E-mail: _____	
Web: _____	
Who is your primary Virginia distributor? Company name: _____	
Phone: _____	Contact person: _____

Floyd Fandango Beer and Wine Festival agrees to:

- Provide space under a brewery/ winery main tent with two (2) 8' tables and access to electricity.
- Provide two (2) complimentary admission tickets in addition to exhibitor personnel passes.
- Include accepted vendors on all promotional and advertising efforts
- Provide ice at a reasonable cost during the event

Wine Vendors agree to:

- Include with application: ___ \$250 for 10' x 20' space
- Provide own ABC remote license
- Follow all VA-ABC rules for serving and selling of alcohol
- Provide own water bucket and area clean-up supplies
- Set up prior to 10am Saturday, July 3rd. may begin setup at 10am on Friday July 2nd.
- Participate in cooperative promotion of 'Fandango Beer and Wine Festival' through:
 - Presence of 'Fandango Beer and Wine Festival' promotional materials at all events and festivals that winery is participating in 2010
 - Inclusion of 'Fandango Beer and Wine Festival' event information in all relevant promotional mailings, newsletters and e-mails.

DEADLINE: Application must be received no later than February 28th, 2010. Make all checks payable to: Blue Cow Arts

Policy change: The Floyd Fandango beer and wine festival will not providing cash reimbursements for wine poured. By submitting this application, participating wineries agree to accept reimbursement as in-kind in the form of wine pick-up service. AtWP will supply all necessary tents, vehicles and personnel to provide this service to customers at the event.

Signature: _____

Date: _____