

COLUMBIA
food
and
wine
FESTIVAL



PARTICIPANT CATALOGUE

Brought to you by

**FREE TIMES
THE CHARITABLE PLATE
SOUTH CAROLINA RESTAURANT AND LODGING ASSOCIATION**



RESTAURANT PARTICIPATION



PERKS INCLUDE:

- Fire marshal-approved festival set-up (includes: tent, two tables, tent weights, hand wash station, serving ware and table linen)
- Individual menu sign consistent with festival branding (*Best of Columbia Winners receive premium signage and placement)
- Inclusion in festival marketing and advertising
- Participant featured on Columbia Food and Wine Festival website
- Chefs will receive a \$100 stipend for their participation which can be increased to \$150 if the chef uses at least one locally sourced product from a certified South Carolina farm

REMINDERS:

- No electricity will be provided or available to restaurant participants
- Restaurant participants are allowed up to three staff members to work at their stations during the event
- Tastings referenced above are defined as **two ounce (2 oz.)** samples

PARTICIPATION REQUIRES:

- Attendance at event – Sunday, May 23
- Set up and ready to serve by 11:30 a.m. (load-in begins at 8:30 a.m.)
- Provide 450 individually-plated **2 oz.** tastings to festival patrons
- Follow federal, state and city regulations (including business license, DHEC policies, fire marshal policies, etc.)
- Menu sent to festival organizers by April 23 (for signage printing)
- Table décor is encouraged but not required, and should be elegant in nature — no banners or other marketing material are allowed

CHEF HQ PREP AREA & PARTICIPANT HOSPITALITY AREA:

All participants will have access to a private set-up and prep area. This area will also serve as a break station for participants' staff members. DHEC and fire marshal regulations will be enforced in this area.



WINERY PARTICIPATION

PERKS INCLUDE

- Booth at event with custom branded signage, glassware, and two volunteers with the supplies needed to pour and serve the product samples
- Fire marshal-approved festival set-up (includes: tent, tables, tent weights, hand wash station, serving ware and table linen)
- Individual menu sign consistent with festival branding (*Best of Columbia Winners receive premium signage and placement)
- Inclusion in festival marketing, advertising and program
- Access to hospitality suite within the event for the winery representatives working your booth
- Participant featured on Columbia Food and Wine Festival website



PARTICIPATION REQUIRES

- Two winery representatives in attendance on May 23 to interact with and educate attendees on your product(s) — (they are not asked to pour, but are asked to man booth during entire event)
- Set up and ready to serve by 11:30 a.m. (load-in begins at 8:30 a.m.)
- A donation of product to be given to attendees as samples (at least 6 varietals; 6 bottles of each)
- Follow federal, state and city regulations (including business license, DHEC policies, fire marshal policies, etc.)
- Wine selections sent to festival organizers by April 23 (for signage printing)
- Table décor is encouraged but not required, and should be elegant in nature — no banners or other marketing material are allowed

REMINDERS: PRODUCT DONATION AND POURING

SCRLA — a 501(c)3 — is the alcohol license holder for the day, allowing you to donate your product and provide your own pourers.

The event is 21+, so every ticket purchaser will have their ID checked at the gate. Everyone inside the festival will be given a 21+ wristband that will serve as their ticket that day.

Every ticket purchaser will be given a five-ounce (5 oz.) souvenir tasting glass which will be used throughout the entire event to sample the variety of beer and wine. Every beverage station (beer or wine) will have a water jug and catch basin for attendees to rinse their glasses.



BREWERY PARTICIPATION

PERKS INCLUDE

- Booth at event with custom branded signage, two volunteers to pour and serve product, ice and glassware
- Fire marshal-approved festival set-up (includes: tent, tables, tent weights, hand wash station, serving ware and table linen)
- Individual menu sign consistent with festival branding (*Best of Columbia Winners receive premium signage and placement)
- Inclusion in festival marketing, advertising and program
- Access to hospitality suite within the event for the brewery representatives working your booth
- Participant featured on Columbia Food and Wine Festival website



PARTICIPATION REQUIRES

- Two brewery representatives in attendance on May 23 to interact with and educate attendees on your product(s) — (they are not asked to pour, but are asked to man booth during entire event)
- Set up and ready to serve by 11:30 a.m. (load-in begins at 8:30 a.m.)
- A donation of product to be given to attendees as samples — (3) half-barrels or sixtels
- Follow federal, state and city regulations (including business license, DHEC policies, fire marshal policies, etc.)
- Beer selections sent to festival organizers by April 23 (for signage printing)
- Table décor is encouraged but not required, and should be elegant in nature — no banners or other marketing material are allowed

REMINDERS: PRODUCT DONATION AND POURING

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The event is 21+, so every ticket purchaser will have their ID checked at the gate. Everyone inside the festival will be given a 21+ wristband that will serve as their ticket that day.

Every ticket purchaser will be given a five-ounce (5 oz.) souvenir tasting glass which will be used throughout the entire event to sample the variety of beer and wine. Every beverage station (beer or wine) will have a water jug and catch basin for attendees to rinse their glasses.



ARTISAN AND FARM PARTICIPATION



PERKS INCLUDE

- 10' x 10' festival set-up: tent and tent weights
- Tables are available but not required should a vendor prefer their own display
- Individual sign consistent with festival branding
- Inclusion in festival marketing and advertising

PARTICIPATION REQUIRES

- Attendance at event – Sunday, May 23
- Set up and ready to display by 11:30 a.m. (load-in begins at 8:30 a.m.)
- All merchandise for sale must be in compliance with all applicable state and federal laws
- All exhibitors are responsible for reporting their own applicable taxes including income and state and local sales tax
- \$150 exhibitor fee must be paid if the vendor intends to sell product at the event — no fee is required if the vendor will only be providing samples at the event

REMINDERS

Electricity will not be provided to artisan vendors. If accepting credit cards for purchases, please bring manual or wireless credit card machines.

Artisan vendors must provide their own booth displays which must fit within the 10' space provided. Each vendor will be responsible for his/her property. Columbia Food and Wine Festival and their officers, agents, employees and volunteers are not responsible for any damage, theft, or loss for any reason.

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PARTICIPANT TYPE

- Restaurant / Food Vendor
- Brewery
- Winery
- Artisan
- Farm

PARTICIPANT AGREEMENT

Business Name

Dish/Protein *(if known)*

Contact Name

Address

Email

Phone

Social Media Handles

Equipment Requests

By signing this agreement, I agree to participate in the 2021 Columbia Food and Wine Festival.

Signature

Date
