



PARTICIPANT CATALOGUE

Brought to you by **FREE TIMES** and **THE FIVE POINTS FOUNDATION**

COLUMBIA FOOD AND WINE FESTIVAL



vendors; including 42 restaurants, 14 breweries, 10 wineries serving 48 wines, 12 farmer and artisan groups and non-profit organizations. Jazz music filled the venue as both locals and out-of-market visitors tasted the vast variety of food and drinks available to them. Eight local chefs conducted chef demonstrations in which simple “do-it-yourself” style cooking techniques were taught to attendees.

The event, held on Sunday, April 15 was kicked-off the night before by 90 attendees over an intimate five-course collaborative dinner at Saluda’s Restaurant in the heart of Five Points.

Columbia, South Carolina is a developing market located at the center of both South Carolina and the Southeastern region of the United States. Over the past decade, Columbia has blossomed in many ways; most notably developing a culinary scene that rivals cities much larger in size. Beyond this, Columbia has seen a rise in the operation of local breweries and wine parlors.



In April 2018, the inaugural Columbia Food and Wine Festival cast a light on to this thriving food and beverage industry within what many endearingly term “Soda City.” The event was a great success on all accounts — more than 1,000 attendees were introduced to a collaborative group of 65+

With a successful first year behind us, the 2019 Columbia Food and Wine Festival seeks to continue this promotion of our city’s food and beverage scene both to a larger audience and in more intimate settings. The CFWF will serve as a blanket spanning over events taking place across a three-day period. The kick-off dinner will again start the festivities on Friday evening, April 26. On Saturday, April 27 a series of satellite events will be held; each featuring a portion of Columbia’s food and beverage industry to small crowds of 50–200 people each. The weekend will cap on Sunday, April 28 with the return of the Food and Wine outdoor festival held on the eclectic Saluda Avenue in the historic Five Points District.

ABOUT OUR PARTNERS



Free Times has been Columbia, South Carolina’s alternative weekly newspaper since 1987. It’s grown from a bi-weekly source of entertainment information to a weekly paper filled with investigative journalism, political accountability, news of the weird, Rant and Rave, event calendars and many other sections that thousands of Midlands residents engage with every single week. In addition to producing Columbia’s largest and most-read weekly publication, *Free Times* is growing a reputation for throwing the most

memorable events in the city. From the famous “Best of Columbia” party to panel discussions to Halloween parties and cultural events, their event lineup has grown to more than eight signature events this year.

Today, *Free Times* sustains a reputation for providing honest and trusted coverage of news, food, music, arts, and culture, throwing incredible events in the community and engaging an audience of diverse political views, socioeconomic statuses, ages and genders.



The Five Points Foundation is a 501(c)3 that works in conjunction with the Five Points Association to keep Five Points an integral and important part of the city of Columbia. Together, the groups have accomplished and endured many infrastructure, development and beautification projects over the years. Some of these projects include: the construction of three signature fountains, a monumental street-scaping project executed by the City of Columbia, a village-wide beautification project

and creation of a master plan, the construction of a centennial plaza and many public art projects. The Five Points Foundation works with the Five Points Association to host annual events that continue to grow each year and entertain thousands of people within the city of Columbia and the state of South Carolina. From over 30 years of St. Pat’s in Five Points to the Chili Cook-Off, the calendar year is full of great opportunities for patrons to enjoy Columbia’s favorite village!

TICKETING & ADMISSIONS

VIP

VIP ticket holders can enjoy the full benefits of the festival with the added perk of a comfortable private lounge located inside Saluda's Restaurant. The space will be catered with specialty bites not available to the general public. The VIP area will include a beautiful indoor seating area, live music, balcony overlooking the festival and a special craft cocktail bar.

\$100.00

VIP + EARLY ADMISSION + GENERAL ADMISSION

Noon - 1 p.m.: **Early Sneak Peek**

1 - 4 p.m.: **General Admission Tasting Time**

Quantity: 200

Advance Ticket Sales Only

SNEAK PEEK

Festival patrons with sneak peek tickets have access to the full festival an hour early. They receive the first bites of the day from the restaurants of their choosing without the large crowds or waiting in line. This special ticket must be purchased in advance.

\$85.00

EARLY ADMISSION + GENERAL ADMISSION

Noon - 1 p.m.: **Early Sneak Peek**

1 - 4 p.m.: **General Admission Tasting Time**

Quantity: 250

Advance Ticket Sales Only

GENERAL ADMISSION

Allows access to restaurant row and unlimited samples of the best bites of Columbia's food scene, plus craft beer and wine samples. Tickets include access to Artisan Alley and the Culinary Corner.

Artisan Alley is where food and wine event merchandise can be viewed and purchased. Culinary Corner is where festival patrons can attend live cooking demonstrations, talk to local farmers and meet local food writers and influencers.

\$65.00 in Advance / \$75.00 Day of

GENERAL ADMISSION

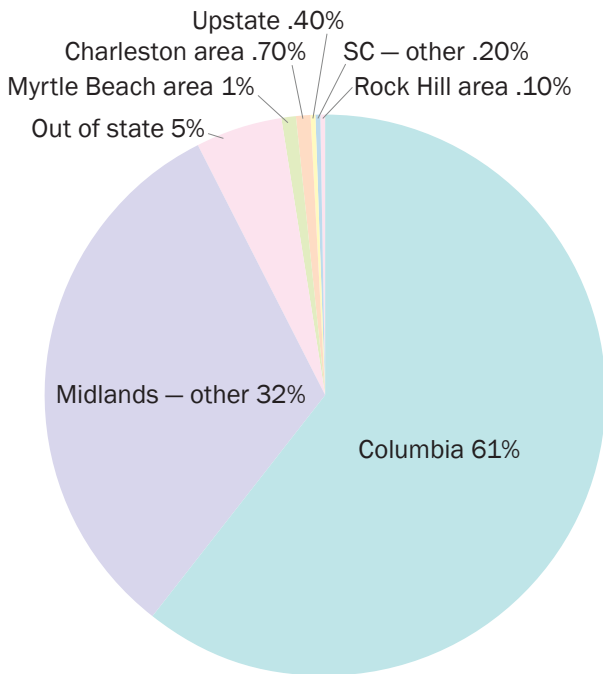
1 - 4 p.m.: **Tasting Time**

Quantity: 1250

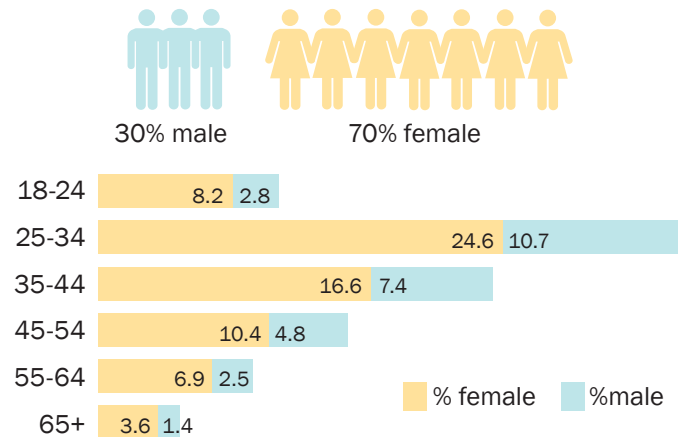
2018 EVENT & ATTENDEE DEMOGRAPHICS

2018 ATTENDEE GEOGRAPHIC MAKE-UP:

Out of the 1,000 tickets sold (general admission, sneak peek, and VIP), 39% of those tickets were purchased by people who lived outside of Columbia, SC. These attendees represented 58 unique ZIP codes from 15 different states.



AGE AND GENDER DEMOGRAPHICS:



*41% of attendees are females 25-44



2018 EDITORIAL COVERAGE HIGHLIGHTS

CHARLESTON CITY PAPER | JANUARY 31, 2018

Columbia Food + Wine Festival launches with some help from Free Times

<https://www.charlestoncitypaper.com/Eat/archives/2018/01/31/columbia-food-wine-festival-launches-with-some-help-from-free-times>

THE STATE NEWSPAPER | MARCH 7, 2018

Columbia Food and Wine lineup announced, plenty of favorite local eateries included

<http://www.thestate.com/living/midlands/article203898264.html>

SC BIZ NEWS | MARCH 7, 2018

Participants set for Food and Wine festival

<https://columbiabusinessreport.com/news/hospitality-and-tourism/73999/>

THE POST AND COURIER | MARCH 7, 2018:

Columbia Food & Wine Festival announces restaurant lineup for April event

https://www.postandcourier.com/blog/raskin_around/columbia-food-wine-festival-announces-restaurant-lineup-for-april-event/article_3bf96458-2220-11e8-9f03-6797828739d9.html

THE STATE NEWSPAPER | APRIL 12, 2018

Got tickets to Sunday's Columbia Food and Wine Festival? It's changing locations

<https://www.thestate.com/living/food-drink/article208673994.html>

WACH FOX | APRIL 12, 2018:

Columbia Food and Wine Festival this Sunday

<https://wach.com/news/local/wach-columbia-food-and-wine-festival-this-sunday>

WIS TV | APRIL 12, 2018

The food and wine festival the #ColaCity needs is THIS WEEKEND.

Here's what you need to know

<http://www.wistv.com/story/37942178/the-food-and-wine-festival-the-colacity-needs-is-this-weekend-heres-what-you-need-to-know>

THANK YOU TO OUR 2018 SPONSORS

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2019 ATTENDANCE PROJECTIONS & EVENT LOGISTICS

SATELLITE EVENTS APRIL 26-27, 2019

4,000 people approximately
in total amongst all events.

COLUMBIA FOOD AND WINE FESTIVAL SUNDAY, APRIL 28, 2019

ADMISSION

- 1,250 General Admission Tickets
- 250 Early-Bird Tickets
- 200 VIP Tickets
- 1,700 Total Tickets

RESTAURANT ROW

- 50 restaurants total with recommended 450 samples each
- 12 brewery stations
- 10 wine stations
- Hydration station + non-alcohol options

FOOD SAMPLE PROJECTION

- 22,000 restaurant samples
- Allows for approximately 10-12 samples per guest



2018 map



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
- Exclusive participants after-party
- One complimentary full page ad in Free Times (date of choice through Dec 31, 2019) - \$1,297 value
- Participant featured on Columbia Food and Wine Festival website

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

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.

PARTICIPATION REQUIRES:

- Attendance at event – Sunday, April 28
- 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 March 22 (for signage printing)
- Table décor is encouraged but not required, and should be elegant in nature — no banners or other marketing material are allowed



WINERY PARTICIPATION

PERKS INCLUDE

- 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 and advertising
- Exclusive participants after-party
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- Set up and ready to serve by 11:30 a.m. (load-in begins at 8:30 a.m.)
- Provide 450 two-ounce (2 oz.) pours to festival patrons
- Follow federal, state and city regulations (including business license, DHEC policies, fire marshal policies, etc.)
- Wine selections sent to festival organizers by January 31 (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

The Five Points Foundation — 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

- 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 and advertising
- Exclusive participants after-party
- One complimentary full page ad in Free Times (date of choice through Dec 31, 2019) - \$1,297 value
- Participant featured on Columbia Food and Wine Festival website



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- Provide 450 two-ounce (2 oz.) pours to festival patrons
- Follow federal, state and city regulations (including business license, DHEC policies, fire marshal policies, etc.)
- Beer selections sent to festival organizers by January 31 (for signage printing)
- Table décor is encouraged but not required, and should be elegant in nature — no banners or other marketing material are allowed

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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
- Exclusive participants after-party

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' x 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.

PARTICIPATION REQUIRES

- Attendance at event – Sunday, April 28
- 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
- \$250 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



SUNDAY, APRIL 28 | SALUDA AVENUE – FIVE POINTS

PARTICIPANT AGREEMENT

PARTICIPANT TYPE

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

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 2019 Columbia Food and Wine Festival.

Signature

Date

CONTACT

SCOTT FREEDMAN ACCOUNT EXECUTIVE

ScottF@free-times.com | C: 864.367.3544 | W: 803.765.0707 ext. 156

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