



Sample what the Sierra Nevadas have to offer...

**Bijou Community Park
South Lake Tahoe, CA
Saturday, September 17th 2016**

WINERY/BREWERY/DISTILLERY OPPORTUNITIES

Why sign up to be a Sample the Sierra Vendor?

- Showcase your business to more than 1,500 event attendees.
- Reinforce loyalty with current relationships and find new quality business partners from the Sierra Nevada region.
- Gain national media exposure from renowned publications such as Huffington Post, CNN Travel, and the LATimes.

In 2015, Sample the Sierra generated over 6 million media impressions valued at **\$542,474** including:

- 3.4M impressions generated by online advertising and content
- 263K impressions generated by Tahoe South's digital outdoor campaign
- 303K impressions generated by print advertising and content
- 208K impressions generated by social media
- 1.9M impressions generated by radio ads and content

**STATISTICS OF THE CUSTOMERS YOU ARE
LIKELY TO GAIN FROM THIS EVENT**

- 98% of guests will visit a participating restaurant after attending the festival
- 75% of visiting guests will drive up to Tahoe for the holiday weekend and will spend an average of \$900 during their 3 night stay (party of two)
- 39% of guests will stay overnight
- 31% of guests are local to the area



***Sample the Sierra
aims to increase the awareness of our region's bounty,
heritage, culture and activities.***



Winery/Distillery/Brewery Vendor Application

7th Annual Sample the Sierra – Farm to Fork Festival.
Saturday, September 17th 12pm-5pm
Bijou Community Park

PARTICIPATION CONFIRMATION MUST BE POST MARKED BY JULY 1, 2016:
Address attention to: Emily Abernathy

Mail to: PO Box 7139 Stateline, NV 89449* *Fax to: 775.588.1941
Email to: Emily@tahoechamber.org

Contact Name: _____
Business Name: _____
Mailing Address: _____
City/State/Zip: _____
Phone: _____
Email: _____
Website: _____



I am a (Mark all that apply):
Winery: _____ Brewery: _____ Distillery: _____

Please list what types of wine you pouring during the event:

You will be paired with a Restaurant/Chef to share booth space with during the event. If you have a preferred Restaurant/Chef that you would like to be paired with, please list:

There may be an opportunity to have your own booth space (this is not guaranteed). Please let us know your preference:

I prefer to be paired with a Restaurant/Chef
 I prefer to have my own individual tasting space assignment

Please help our set up run smoothly by letting us know the following:

Will you require any extra 8' tables for your booth (no cost)?

If yes, how many? _____

How many workers will you have in your booth? _____

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Entry Requirements

Fill out the attached application form completely along with the signature portion of the application and submit by July 1, 2016. If participant is a no show or does not give notice of cancellation a minimum of 30 days before the event, a \$200 fee will be incurred.

- I understand that there are a limited number of booths available.
- I have read the attached festival informational sheet and understand the requirements of participation.
- I agree to comply with all of the City of South Lake Tahoe's and El Dorado County rules and regulations.
- I agree to all provisions of entry to this exhibition.
- TahoeChamber will not be held liable for any damage incurred to any equipment brought in to the festival by participating vendors for any reason.
- I give the right to the Lake Tahoe South Shore Chamber of Commerce to reproduce, use, and edit the images that I am submitting with this application for advertising purposes, and hereby certify that I am the owner of such images and have the right to grant their use.

Print Name

Signature of Applicant & Date



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Please keep a copy of the following festival information for your records:

Participating Winery/Brewery/Distillery:

- There is no fee to participate.
- You will receive a \$50 stipend for your participation in the festival.
- Participating establishments must provide adequate product samples during the entire tasting portion of the event (12pm-4pm). Attendance is expected to be 1,500 people.
- Requests and preferences for booth assignments are based on the order in which completed applications are received.
- Vendors are encouraged to supply their own signage and decorate their booths appropriately.
- All applicants must have a Commercial General Liability Insurance Policy.

Tasting Booths

- A 10'x10' festival tent will be provided for your tasting area. This space will be shared with a Winery, Distillery or Brewery providing wine/spirit/beer tasting samples.
- Each tasting booth will be constructed of with an overhead canopy and 3 side walls. There will be no flooring provided unless requested or required by health department.
- Each booth will be provided with access to power.
- Each booth will have two 8' tables for shared use between Winery/Brewery and Restaurant/Chef.
- No cooking equipment or storage will be provided.
- Ice and dump buckets will be provided at staging stations.
- If providing your own tables, tables must be sturdy and stable, and shall not be used beyond load capacity.
- Festival signage will be displayed on each tasting booth listing the Restaurant/Chef name, Winery name and the Grower/Producer that has provided products for the food samples.

Food and Alcohol Safety

- Participants providing food samples are responsible for monitoring and maintaining proper food temperatures in accordance with health codes. Please see attached Temporary Food Facility requirements.
- Participants providing food must provide all of their own equipment, for holding and serving of food in accordance with the El Dorado County Health Department guidelines (ice baths, thermometers, wash stations, handwashing stations, etc. – contact the El Dorado Health Department for complete information and requirements.)
- Participants must comply with all state and local laws regarding the serving of alcoholic beverages.

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Set up time

- Set up is allowed between 7am and 11am.
- Tear Down is allowed between 5pm and 8pm (Tear down is not allowed to begin until 5pm and MUST be completed by 8pm).
- Vehicle access to set up/ tear down is on a first come, first serve basis in staging areas.
- After unloading at the assigned booth, participants must park in the provided parking area for Vendors.
- Due to the layout of the site, participants will not be able to park near their booth.
- More detailed set information will be emailed to you upon confirmation of participation in the event.

Trash Management

Sample the Sierra strives to be a “Zero Waste Event” and we ask that participating vendors help to contribute to this goal by supplying compostable items when serving your food or beverage samples. Please let us know if you would like more information on sourcing compostable items.

Additional Information

The sale of samples at the sampling booths is prohibited. The fee paid to TahoeChamber for the event for a tasting bracelet is the only compensation that will be collected. There is a possibility of selling bottles of wine at the event through the South Lake Tahoe Rotary Club. Please contact TahoeChamber if interested in selling bottle of wine at this event. Sale of any other items must be approved by the TahoeChamber.

Contact Information

For any questions, concerns or special requests please contact Event Director, Emily Abernathy directly. Please email at: Emily@TahoeChamber.org or call 775.588.1728 ext. 303.