

McKinleyville Chamber Corks, Forks & Kegs – Beer & Wine Walk Host Guidelines, Application & Checklist 2019

McKinleyville Chamber of Commerce
P.O. Box 2144, McKinleyville, CA 95519
707-839-2449

cyndi@mckinleyvillechamber.com

Application deadline is Friday, July 26, 2019

Date: Saturday, September 7, 2019
Time: 4:00 p.m. to 8:00 p.m.

Location Set-Up: Site and Food Hosts must be set up and ready to serve by 3:45 p.m.

Clean-Up: Please do not close your location until after the walk ends at 8:00 p.m.

Insurance: Site Hosts are required to submit a Proof of Insurance with a \$1,000,000 minimum liability coverage with their application. If you have an existing policy, please request a certificate of insurance with McKinleyville Chamber of Commerce as an "Additional Insured". The certificate must show proof of Comprehensive General Liability and liquor liability of \$1,000,000, \$2,000,000 aggregate, including products completed operations, personal injury, fire legal \$50,000, and medical payments of \$1,000.

Site Hosts: Site Hosts must be chamber members in good standing. Hosts will be determined by membership, date application is received, size and location of business. Site hosts will need to supply their Beverage Host with a table, ice, water and a bucket available for participants to rinse out their sample glasses.

Beverage and Food Partners: Site hosts may choose to supply their own finger foods for the event and receive a \$100 stipend or request a Food Host partner, if available. Site Hosts will also be partnered with either a Beer or Wine Host.

Ticket Sales: Site Hosts are asked to help sell tickets for the event. Each host will be given 12 tickets. When 10 tickets are sold, the other two are yours to use as you see fit.

Food Hosts: Food hosts will be chosen from chamber members and local businesses first. They may be caterers, restaurants or members that are not located in the walk zone who wish to participate. Food needs to be prepared in advance and it is recommended to have single serving samplings. Food Hosts need to supply their own table and serving utensils. No food permit is required.

ABC Permit (Alcohol Beverage Control): All site hosts will be required to fill out and pay \$25 for the ABC permit for the event. When your application is approved, all forms will be provided for you to complete. The permit must be filled out and returned to the chamber no later than AUGUST 13th, along with a check for \$25 made payable to ABC. The chamber will

submit the permit application to ABC and return the approved permit. You will need to display the approved permit during the event.

Notification of Application Acceptance: You will be notified once your application has been approved. You will then receive a checklist, along with the ABC Permit form. You will also need to have your insurance certificate sent to the chamber.

Would you prefer to have your business recognized in the written material?

Sponsorship Opportunities:

○ Walk Sponsor	• Banner at check in locations • 4 walk tickets	• Logo on poster, map, website	\$1500
○ Glass Sponsor	• Logo on glasses, poster, map	• 4 walk tickets	\$1000
○ Suds Sponsor	• Logo on poster & website	• 2 walk tickets	\$ 300

General Walk Information:

- Advance tickets are \$35 each and will include food and beverage samplings at approximately 20 venues. Advanced Designated Driver tickets are \$25. Tickets purchased the day of the event will be \$40 and \$30 respectively.
- There will be two check-in locations.
- There will be transportation available between venues for those who prefer not to walk.
- A printed brochure with a map will be distributed to participants and the community prior to the event

2018 Corks, Forks & Kegs Host/Sponsor Application

Thank You for Printing Legibly

APPLICANT

Contact Person: _____ Business/Organization: _____

Address: _____ City, State, Zip: _____

Email: _____

Phone: _____ Cell: _____

HOST TYPE:

☐ Site Host ☐ Food Host ☐ Beverage Host ☐ Sponsor Only

☐ I would like to be paired with a Site Host at their location, as my business is not located within the "walk zone"

SITE HOST:

☐ I wish to supply my own food or I have my own food partner in mind to work with.

****Please list food partner and type of food they will serve.**

☐ I request assistance in locating a food partner, if available.

FOOD HOST:

****Please give a description of the type of food you plan to serve.**

BEVERAGE HOST:

****Please give a description of the type of beverage you plan to serve.**

Applications due on or before Friday, July 27, 2018. You may email a copy of your paperwork. However, your original signed application is required to guarantee your space.

FEES:

Site Host: A \$25 fee for ABC (Alcohol Beverage Control board) permit is required.

CORKS, FORKS & KEGS SPONSORSHIP OPPORTUNITIES:

○ Walk Sponsor	• Banner at check in locations • 4 walk tickets	• Logo on poster, map, website	\$1500
○ Glass Sponsor	• Logo on glasses, poster, map	• 4 walk tickets	\$1000
○ Suds Sponsor	• Logo on poster & website	• 2 walk tickets	\$ 300

ACCEPTANCE NOTIFICATION: You will be notified once your application has been approved. You will then receive a checklist, along with the ABC Permit form. You will also need to have your insurance certificate sent to the chamber.



Corks, Forks & Kegs – Beer & Wine Walk Host Checklist

McKinleyville Chamber of Commerce
P.O. Box 2144, McKinleyville, CA 95519
707-839-2449 or cyndi@mckinleyvillechamber.com

Thank you for your application to participate in the 2018 Corks, Forks & Kegs event in McKinleyville. Use this checklist to help insure you get everything done.

ALL HOSTS

- ☐ Reviewed "Event Guidelines".
- ☐ Make sure chamber has your logo for advertising purposes
- ☐ Sell 10 tickets and receive 2 free tickets (you will be given 12 tickets, when you sell 10 you can keep the other two tickets. Extra tickets and ticket payments will be picked up the day of the event)
- ☐ Create a short video for the chamber to help promote the event on Facebook (as simple as using your cell phone, invite the public to join you at your location on September 15 for McKinleyville's 2018 Corks Forks & Kegs, a beer and wine walk with food tasting. Simply text the video to 707-496-9724. (optional)
- ☐ **Site or Beverage Host is responsible for providing the staff for pouring the beverage.**

SITE HOSTS ONLY

- ☐ Submitted certificate of insurance, check with your carrier to be sure they sent it to us.
- ☐ Returned ABC permit form along with \$25 check (made payable to ABC) to the chamber for submission to ABC **DEADLINE MONDAY, AUGUST 13.**
- ☐ Contacted beverage partner (you should be notified of your partner by the first week in August)
- ☐ Contacted food host (notified of food host the first week in August)
- ☐ It is not necessary, but you may wish to have some sort of entertainment

Day of the Event:

- ☐ Place sandwich board sign in prominent location in front of business
- ☐ Table for beverage host
- ☐ Water available for participants to drink
- ☐ Water for participants to rinse out sample glasses and bucket for water disposal
- ☐ Have space ready for food pairing
- ☐ Have obvious boundary set up where participants may enjoy their beverages. **Alcoholic beverages MUST be consumed inside boundary area. Site Host must guarantee that no alcohol leaves their boundary area.**
- ☐ ABC permit displayed

FOOD HOSTS

- ☐ Contacted your site host to coordinate space needs
- ☐ Be prepared to serve up to 500 participants
- ☐ Food must be prepared ahead of time (may not be prepared on site)
- ☐ Supply; table, napkins, cups, etc for serving purposes
- ☐ Bring signage to display your business name