



2010 Brewery Registration

For the GRAND TASTING with over 50 Microbreweries
Saturday, September 18, 2010 – 12:00-3:00PM
17th Annual Telluride Blues & Brews Festival
Telluride Town Park, Telluride, CO

The Grand Tasting with 50 Microbreweries is presented by
The Telluride Blues Society



How to submit:
Please mail your registration form or Fax to:

Telluride Blues & Brews Festival
PO Box 2966
Telluride CO 81435
FAX: (970) 728.1350

For questions regarding brewery registration please contact:
Denise Mongan
(970) 728.8037 x105
info@tellurideblues.com

GRAND TASTING OVERVIEW:

The Grand Tasting with 50 microbreweries takes place at the Telluride Blues & Brews Festival on Saturday, September 18, 2010 from NOON – 3PM on the festival grounds. The Grand Tasting is the perfect opportunity for breweries to sample and show off their best microbrews to over 9,000 festival attendees.

REQUIREMENTS:

In order to participate in the Grand Tasting, you are required to bring the following:

- **Three ½ barrels of beer from your brewery**
- **Your own tapping equipment.**
- **You are welcome to display banners during the Grand Tasting.**

WHAT WE PROVIDE TO PARTICIPATING BREWERIES:

- **FREE PARTICIPATION:** Participation in the Grand Tasting is free and there are no registration fees.
- **FESTIVAL TICKETS:** The festival provides you with **TWO** 3-Day passes to the festival. Additional tickets may be purchased online at www.tellurideblues.com or by calling toll-free 866-515-6166.
- **FREE CAMPING:** If you would rather camp in the festival campground (located next to the festival grounds), the festival can provide you with **TWO** 4-Day Camping passes free of charge. Camping passes are valid Thursday thru Sunday of the festival and are per person, not per campsite. Please note that this is tent camping only, we do not provide a space for your car in the campground. We will direct you to our free off site parking provided for campers
- **BEST OF FEST AWARD:** The coveted Best of Fest Award is given to one brewery following the Grand Tasting. Festival attendees vote on which brewery they enjoyed the most and whoever gets the most votes goes home with the trophy.
- **COMPLEMENTARY LODGING**

ADDITIONAL OPPORTUNITIES

VIP GRAND TASTING - concurrent with Grand Tasting – NOON - 3PM Saturday

In addition to the Grand Tasting, we provide our VIP pass-holders with a VIP Grand Tasting that takes place in the VIP area. We select 20 breweries (at random) to be featured in both the VIP area and the Grand Tasting. **If you are selected and choose to participate you will need to provide an additional ½ barrel for the VIP tasting (four ½ barrels total).** If you are selected and choose to participate in the VIP Grand Tasting, we would like you to have one knowledgeable representative from the brewery at your main Grand Tasting table and one at the VIP Grand Tasting table. We can either provide a volunteer to assist one of your representatives at the Grand Tasting table or we can offer you an additional 3-Day pass if you choose to bring a third representative to the festival. (If you choose the latter option and we are providing you with the discounted lodging, please note that the room will be tight as most units have a queen bed and sleeper sofa.) We will contact you by May 29th if you have been selected to participate in the VIP Grand Tasting.

“HOUSE OF BREWS” SPONSORSHIP:

We offer four breweries the opportunity to sponsor our “House of Brews”, a second beer booth located on the festival grounds. As one of these sponsors, your beer will be poured all three days (minimum of 4 hours per day) in the “House of Brews”. This is a great way to increase your exposure to over 27,000 people who attend the three-day festival. The cost of this sponsorship is \$1,250. Telluride Blues Society will purchase all kegs used, 15 max per brewery, at wholesale prices. Telluride Blues Society reserves the right to return any unused kegs to distributor or brewery for full refund. Please indicate your interest in this sponsorship on the registration form and we will get in contact with you. (Please note we will be offering this sponsorship to last year’s sponsors first.)



2010 BREWERY REGISTRATION FORM

BREWERY NAME: _____
CONTACT NAME: _____
MAILING ADDRESS: _____
CITY: _____ STATE: _____ ZIPCODE: _____
PHONE: _____ FAX: _____
E-MAIL ADDRESS: _____
WEBSITE ADDRESS: _____

LODGING/CAMPING: (CHOOSE ONLY ONE OPTION)

- Please provide complementary lodging
Check one _____ Need (1) Room with (1) Bed _____ Need (1) Room with (2) beds
- Please Provide (2) Camping Passes
- No Lodging required or will arrange lodging on own

***ALL LODGING REQUESTS MUST BE RECEIVED BY JULY 1ST, 2010.**

WOULD YOU LIKE TO BE CONSIDERED FOR THE VIP TASTING?

- Yes
- No

If chosen for the VIP tasting, will you bring a 3rd representative or will you need us to provide a volunteer?

- 3rd Representative (additional 3 Day Pass Provided)
- Volunteer

ARE YOU INTERESTED IN A \$1250.00 HOUSE OF BREWS SPONSORSHIP?

- Yes
- No

PLEASE SELECT WHICH STATUS YOUR BREWERY FALLS UNDER:

- In-State or Out-of-State Brewery with Colorado Distribution
- RETURNING Out-of-State Brewery with NO Colorado Distribution
- NEW Out-of-State Brewery with NO Colorado Distribution