



VIP HOUR **2:00 – 3:00 PM** | GENERAL ADMISSION ENTRY **3:00 – 5:00 PM**

## VENDOR INFORMATION

**Application Process:** The Columbus Indiana Philharmonic will accept vendor applications until until the available vendor positions are filled. This application does not guarantee acceptance. The organizing committee will accept vendors who meet the event needs and agree to the terms and conditions. If we do not receive enough applications and the appropriate mix of vendors, we reserve the right to solicit vendors to fill remaining positions. There is not a vendor fee required to participate in this event.

**What You Can Expect From Us:** As a participating vendor, you can expect the Columbus Indiana Philharmonic to provide the following:

- The indoor event space patrolled by hired security.
- A monitored sampling process - attendees will be allotted a certain number of Bourbon samples to taste for the duration of the event.
- Set up and tear down of all common areas including table and chair groupings, water and snack stations, and auction areas.
- Event layout and location of your vendor space.
- Two 6-ft. white banquet tables with enough space for prep and sampling, additional space must be requested prior to **February 16, 2024**.
- Wall and floor outlets are available for use throughout the space.
- Water for vendor staff.
- An on-site ice machine appropriate for ice buckets.
- Trash receptacles for vendor and attendee use.
- Day-of access to the venue loading dock, required key code will be communicated prior by Friday, **February 26, 2024**.
- Public restrooms.
- Volunteers to help punch attendee “passports” with each taste to monitor sampling and consumption.
- ½ ounce disposable sampling cups to use when pouring samples for attendees.
- Passed hors d’oeuvres during VIP Hour + hors d’oeuvres for sale from 3:00 to 5:00 p.m., snack stations will also be available throughout the event space.
- Plenty of water will be available to attendees in a designated hydration area.
- Event host will provide appropriate security to patrol sampling areas during the length of the event.

**What We Will Expect From You:** To be accepted as a participating vendor at the 2022 Bourbonfest tasting event, the Columbus Indiana Philharmonic expects vendors to provide the following:

- At least 2 banquet tablecloths (or more if additional tables are requested).

- Vendors must bring enough product for a sampling event attended by 600-700 people: 200 will have 12 - ½ oz. samples and 400 will have 10 - ½ oz. samples. We expect approximately 50 Safe Drivers who will not consume alcohol.
- All servers must have a valid ATC Employee Permit to serve alcohol. Vendors must send copies of these permits to the Columbus Indiana Philharmonic prior to **February 16, 2024** for our records - vendors will be asked to show these permits the day of the event prior to setup.
- All vendors must be over the age of 21, ID will be inspected prior to setup. • Vendors must keep a clean and organized sampling booth.
- Because we want to emphasize the event's focus on Bourbon, we also want to give our attendees the opportunity to ask questions to our vendors, so we ask that your servers are well-versed in the product(s) they are dispensing.
- All alcohol vendors will be required to provide a Certificate of Insurance no later than **February 16, 2024** that lists us as the certificate holder – “Columbus Pro Musica, Inc. d/b/a Columbus Indiana Philharmonic, 315 Franklin Street, Columbus, IN 47201.” **The certificate must show general liability coverage (minimum of \$1,000,000 per occurrence + \$2,000,000 aggregate) and liquor liability coverage (minimum of \$1,000,000 per occurrence + \$1,000,000 aggregate).**
- Artisan distilleries, breweries, wineries must obtain a temporary festival permit through the Seymour, IN ATC Office by emailing Lt. Brian Lang at 812-523-8314 or blang@atc.in.gov. Email permission is acceptable. The following information is required as part of your permit request: Beverage Provider, Event Name, Date, Address, Serving Hours, Booth Space Details.
- Once a temporary festival permit is granted, artisan distilleries, breweries, wineries may sell sealed bottled product from their designated booth space, however, the sold bottles must be removed from the event space upon purchase. Vendors may hold the product at the booth for the customer to pick up once he/she is ready to leave the event. The Columbus Indiana Philharmonic is not responsible for any product left behind.
- All vendors may begin tearing down their designated booth space at 5:00 p.m. The booth space must be left in the same condition as it was prior to setup, tables/chairs will be packed up by the event staff.
- Although the host organization will provide a volunteer to help punch holes in the attendee passports, it is the sole responsibility of the server to ensure attendees are not overserved. If an attendee becomes disorderly, please contact event staff to address the problem.

**Set Up and Tear Down:** Vendors areas will be available for set up beginning at 10:00 a.m. on Saturday, March 2, 2024. Vendors are permitted to hang banners and other signage to attract attendees to their booth. Upon acceptance of your application, the Columbus Indiana Philharmonic will send a vendor map to you so you know what your space looks like to plan for signage. All vendors can begin tearing down at 5:00 p.m. and must be packed up and cleaned up by 7:00 p.m.

**Bourbon Swag and Giveaways:** Vendors will be expected to bring Bourbon swag to pass out during the VIP Hour (2:00 – 3:00 p.m.). Examples of swag items include hats, coozies, drink glasses, t-shirts, lanyards, keychains, and other branded trinkets. These items are a perk to our VIP attendees who will pay more for the extra hour of sampling and other perks advertised in our marketing. This is a great opportunity for our vendors to spread their brand among a targeted group of Bourbon connoisseurs! Vendors will also be asked if they want to donate products/services to be auctioned off in the event's Silent Auction in an effort to raise money for the Columbus Indiana Philharmonic youth music education programs. We will announce

a few of these Bourbon items from the stage to encourage attendees to bid! These auction items will be coordinated if your application is accepted.

**Promotion:** The Columbus Indiana Philharmonic is entitled to advertise and promote the appearance of the vendor in all marketing materials. The vendor agrees that the Philharmonic may use its name, photographs, likeness, or any other promotional material before, during, or after the event. Each vendor is encouraged, but not required, to promote the event as a participating vendor. The event logo will be provided for vendor promotions.

**General Considerations for the Event:** This tasting event is a fundraiser for the Columbus Indiana Philharmonic in which we hope to showcase a variety of popular, local and rare Bourbons. Our goal is to help make the 6th Annual Bourbonfest a success as well as beneficial to all vendors, sponsors and the City of Columbus. In order to create a positive experience for all involved, we ask that you take into consideration the appearance of your booth by exhibiting professionalism in your space, your staff and your signage.

Please contact us for questions about your participation.

### **Columbus Indiana Philharmonic**

**Donnie Robinette**

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### **Bourbonfest Vendor Committee**

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