



4th Annual Texas Beer and Wine Tasting

Winery Participation Application

Saturday, September 4th, 2021

2 p.m. - 7 p.m.

Richards Park

The Brady/McCulloch County Chamber of Commerce invites you to participate in our 4th Annual Texas Beer and Wine Tasting, sponsored by Central Texas Farm Credit, at our 47th Annual World Championship BBQ Goat Cookoff, an event that will include tastings from Texas wineries and Texas breweries, as well as food and arts and crafts vendors, live entertainment, kids activities and a cookoff featuring 206 cooking teams. This event benefits the Brady/McCulloch County Chamber of Commerce and is one of the largest tourism draws to the community, creating a significant economic impact on the town.

Through your participation, you will be able to showcase your hand-crafted wines to fellow wine enthusiasts, engage with potential customers, and gain further support for the Texas wine industry. We are excited to continuing having the tasting experience as part of the event and we look forward to growing with each year.

A limited number of winery spots are available on a first come, first serve basis.

Winery Name:

Address:

City:

State:

ZIP:

Phone:

Cell:

Email:

Wines you plan to bring to the event:

- Please see reverse -

Please read the Application Agreement:

I, _____, representative for _____ agree to the following:

- ❖ To provide:
 - TABC Winery Festival Permit (GF)
 - Minimum of 4 cases of wine for purchase and up to 450 tastes, 1 oz. pours (Chamber of Commerce will purchase tasting samples for attendees at \$.40 per pour.)
 - Winery signage for prices by bottle, décor and winery brochures for table
 - Dump bucket, tools, cooler for keeping wine cool during event (Chamber will provide ice, bottles of water for participants, and tasting cups)

- ❖ Each participating winery must have at least two staff members from your winery at your booth to serve samples (additional staff encouraged to help with lines), sell wine by the glass or bottle, discuss wine and answer attendee questions (The Chamber of Commerce will check ID when participants enter tasting area; each winery MUST take tasting tickets before issuing sample).

- ❖ There is no fee for winery participation. The Chamber of Commerce will purchase wine at \$.40 per pour, to be used for sampling.

- ❖ Wineries can sell bottles of wine directly to the event attendees.

- ❖ To help cross promote the event, we ask that you list this event on your website and/or Facebook page. Also provide a brochure for the event for attendees so they will have an opportunity to visit your winery.

- ❖ Goat Cookoff is a gated event. Each participating winery will receive two attendee wristbands. If additional wristbands are needed, they are available for advanced purchase for \$5 each or \$10 at the gate. You will also receive a parking pass that will ensure your entry into the park.

Thank you for becoming a participant of our Goat Cookoff tasting event!

I have read and accept the application agreement.

Date

Please return completed application via mail to

Brady/McCulloch County Chamber of Commerce
405 S. Bridge St
Brady, TX 76825

Or via email at
info@bradytx.com