



**EXPECTED ATTENDANCE: 500-1000 GUESTS  
3 DAYS / 2 NIGHTS OF LOCAL BEER & FOOD**

- Craft Beer Weekend Welcome Reception with small-plates pairings
- Multiple organized brewery tours daily
- Featured local attractions



Join us for the inaugural **BVBrewscene Craft Beer Weekend** hosted in partnership with Chester County Convention & Visitor Bureau and City Brew Tours on April 24-26 to promote the amazing local food and beer of the Brandywine Valley. With an expected attendance of over 500, the weekend begins at the illustrious American Helicopter Museum with the area's most distinguished craft beer festival. During this one-of-a-kind event, local restaurants and chefs will pair their culinary creations (small bites) with craft beers from all over Chester County.

Over the next two days, guests will have the opportunity to visit other local attractions followed by a guided brewery tour visiting 4 different local breweries each day. Throughout the weekend, there will be a lot of opportunities to gain exposure and attract guests to your establishment!

# BENEFITS

<b>PARTNERSHIP TYPES</b>	<b>FEATURED BREWERY</b>	<b>FEATURED RESTAURANT</b>	<b>FEATURED HOTEL</b>	<b>FEATURED ATTRACTION</b>	<b>WELCOME RECEPTION BREWERY</b>	<b>WELCOME RECEPTION RESTAURANT</b>
<b>CONTRIBUTIONS</b>	In-kind donation: • Two 1/6 BBL kegs with jockey box for welcome reception • 16 ounces complimentary per person on tour	In-kind donation: • 500 tapas-style portions of a featured menu item for the welcome reception	In-kind donation: • Two complimentary rooms on Friday & Saturday	• Participation fee: \$200	In-kind donation: • Two 1/6 BBL kegs with jockey box for welcome reception	In-kind donation: • 100 tapas-style portions of a featured menu item for the welcome reception
<b>BOOTH AT WELCOME RECEPTION</b> (Must staff own booth)	✓	✓	✓	✓	✓	✓
<b>EVENT WEBSITE LISTING</b>	<i>Photo &amp; Description</i>	<i>Photo &amp; Description</i>	<i>Photo &amp; Description</i>	<i>Photo &amp; Description</i>	<i>Description Only</i>	<i>Description Only</i>
<b>ATTENDEE CONTACT LIST</b>	✓	✓	✓	✓	✓	✓
<b>NUMBER OF SOCIAL POSTS</b>	3	3	3	3	2	2
<b>INCLUSION IN EMAIL BLAST</b>	✓	✓	✓	✓	—	—
<b>LISTING IN CRAFT BEER WEEKEND MAP OF CHESTER COUNTY</b>	<i>Enhanced</i>	<i>Enhanced</i>	<i>Enhanced</i>	<i>Enhanced</i>	<i>Basic</i>	<i>Basic</i>
<b>INCLUDE PROMO INSERTS IN SOUVENIR TOTE BAG</b>	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>
<b>FEATURED STOP ON TOURS</b>	✓	—	—	—	—	—
<b>DROP-OFF LOCATION AFTER BREWERY TOUR EXPERIENCE</b>	—	✓	✓	—	—	—

# PARTNERSHIP APPLICATION

Contact Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Website: \_\_\_\_\_ Email: \_\_\_\_\_

Company Name (to appear on listing): \_\_\_\_\_ Federal Tax ID: \_\_\_\_\_

Partnership Type (Check only one):  Featured Brewery  Featured Restaurant  Featured Attraction  Featured Hotel  
 Welcome Reception Brewery  Welcome Reception Restaurant

Contribution(s): \_\_\_\_\_

*(Indicate products provided in-kind to The Chester County Conference & Visitors Bureau, or if monetary, indicate dollar amount)*

**\*\*ONE MILLION DOLLAR LIABILITY INSURANCE MUST BE CARRIED - CERTIFICATE OF INSURANCE MUST BE PROVIDED\*\***

PLEASE INCLUDE A COPY OF YOUR COI WITH YOUR APPLICATION & PAYMENT, LISTING "CBT MANAGEMENT LLC - 675 VFW PARKWAY #257 CHESTNUT HILL MA 02467 AS  
ADDITIONALLY INSURED

**BY SIGNING THIS CONTRACT, I ACKNOWLEDGE THAT I HAVE RECEIVED AND UNDERSTAND THE TERMS AND CONDITIONS AND AGREE TO ABIDE BY THOSE SET FORTH HEREIN.  
AFTER SIGNATURE, RETURN TO ADDRESS LISTED ABOVE OR BY EMAIL TO [EVENTS@CITYBREWTOURS.COM](mailto:EVENTS@CITYBREWTOURS.COM).**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Position: \_\_\_\_\_

Upon acceptance by CBT, this signed application will serve as a binding agreement between CBT and the Partner.

## TERMS AND CONDITIONS

- If Partner is unable to provide in-kind contribution for any reason, the Partner will pay CBT the reasonable retail value of the full product contribution of partnership.
- If the Event Organizers (CBT) are unable to fulfill commitments outlined as the benefits listed above, they will refund any applicable partnership fees. CBT is not responsible for the total number of attendees at the event but will do its best to ensure the Event is sold out
- CBT blog posts and exposure via CBT social media or other outlets will promote Partners on a group basis, no representation is made to provide individual placements.
- CBT will comply fully with all relevant laws, rules and regulations relating to the performance of its obligations under this Agreement.
- CBT shall have the right to use Partner's name from the date of signature of this application and for one (1) year thereafter to describe the Event or future events.
- If delivering food or beer, the Partner is responsible for all costs and logistics associated with deliveries. CBT will work with you and the venue to make sure food and beverage is stored properly once it arrives.
- CBT shall not be liable for any special, incidental, indirect or consequential damages, even if warned of the possibility of such damages. CBT's aggregate liability for any and all claims in any way arising from or related to this Agreement will not exceed the value of the Contribution.
- As it pertains to the Organized Brewery Tours, CBT may, in its sole discretion, terminate any tour departure point or consolidate such departure point with another departure point if less than 50 people register for the applicable tour at least 30 days prior to the Event. If there are less than 50 people registered for all of the departure points by the 30th day prior to the Event, CBT may, in its sole discretion, cancel the Event and this Agreement shall thereupon terminate upon written notice by CBT to Partner no later than the 21st day prior to the Event. Partner shall not be entitled to a refund of any amounts expended by it in connection with its obligations hereunder if any departure points are canceled or consolidated or if the Event is canceled due to weather.