



Winery Application

Location: Coca-Cola Park, 1050 IronPigs Way, Allentown, PA 18109

Date/Time: Saturday, October 21 (Session 1 11am-4pm and Session 2 5pm-10pm)

About: This on-field event at Coca-Cola Park features hard cider and wine tastings from cider brewers and local wineries along with local Fall-themed food truck cuisine. Attendees each receive a collector's stemless glass to enjoy their cider and wine tastings and can also purchase a variety of food and crafts from local food trucks, vendors and artisans. The festival also includes live music/entertainment, and other fun activities - including an apple launch competition.

Attendance: We are preparing for over 4,500 participants throughout the day (all age 21 or older).

Vendor Fees: \$300 for the day. Application and fee must be received by no later than **October 7, 2017**.

All wine is to be poured into each attendee's sample glass only. Participating wineries will be listed on the event website, www.lvciderandwine.com.

Participating wineries are able to sell their wines by the glass, bottle or case at the event pending the approval of their special event license. It is critical that each winery be prepared to facilitate and provide samples for the entire expected attendance. Attendance numbers will be communicated as we approach the event.

In order to be considered as fully registered for the Lehigh Valley Cider & Wine Festival, wineries must provide the following:

1. Your completed Winery Application (with signature form) along with the \$300 Registration Fee to the Lehigh Valley IronPigs by **October 7, 2017**. In addition, the IronPigs must receive a Certificate of Liquor Liability Insurance (minimum of \$1M) naming Lehigh County & Lehigh Valley IronPigs as additional insureds for both General Liability and Liquor Liability by no later than **October 14, 2017**.
2. Proof of PLCB Special Permit and full payment to the PLCB for such by no later than **October 14, 2017**.

Set-up, Hours, Teardown: Wineries and Cider Vendors, as well as Food Trucks and Artisans may begin to arrive as early as 8a.m. on Saturday, October 21, but by no later than 10a.m. All set-up must be completed by no later than 10:30a.m. The event begins at 11am for the VIP hour and then continues from 12-4p.m. for all other ticket holders. Session 2 VIP will begin at 5pm and then continues from 6pm-10pm for all other ticket holders. Wineries may bring on to the field/warning track ONE vehicle (regular sized car or truck) that will be part of your overall display booth (15'x30') and can be used to facilitate storage, set-up, etc... The vehicle will NOT be moved until after the event is over at which time all vehicles will depart at the same time in a parade-like fashion. We expect the Cider and Wine Festival to be busy with music, eating, drinking & fun contests continuing until the end. All wineries and vendors are required to remain open until 10p.m. There will be NO teardown prior to 10p.m on Saturday October 21st, unless deemed necessary by Lehigh Valley IronPigs.

IronPigs to Provide each participating Winery: One 15' x 30' space along the field's warning track – approximate size, one 8 foot table (no cloth or skirting), wine check tickets, ice and a dump bucket. The IronPigs will display and rotate your logo on the ballpark's scoreboard during the event. Please send your logo to artwork@ironpigsbaseball.com at your earliest convenience.

Available Resources: All Wineries must be able to operate independently of any provided resources at Coca-Cola Park including water, electric (no generators permitted), additional tables/chairs, refrigeration and any materials, except for the materials listed in the paragraph above. Wineries will provide their own tubs for ice/product, personnel/pourers, booth signage, décor and any pop-up tents (no stakes allowed) - which are encouraged but not mandatory.

Yes, we would like to be a participating winery at the 2017 Lehigh Valley Cider & Wine Festival!

Winery Name:

Contact Person:

Phone: (_____) _____

Email: _____

Address: _____

_____ ST _____ Zip _____

Website: _____

Staff: Each Winery may bring up to 9 people to work (including the contact person listed above). Remember, no one under age 21 is permitted inside the ballpark for this event. Please list the names below:

- | | | |
|----------|----------|----------|
| 1. _____ | 4. _____ | 7. _____ |
| 2. _____ | 5. _____ | 8. _____ |
| 3. _____ | 6. _____ | 9. _____ |

The Lehigh Valley IronPigs will be promoting all participating Wineries as well as Cider Brewers and Food Trucks participating in the event. **Please forward, via email, your logo to be displayed at the event as well as on the IronPigs social media channels.**

You may e-mail, mail, drop-off your completed Application, with payment, to: Coca-Cola Park, ATTN: Cider & Wine Festival, 1050 IronPigs Way, Allentown, PA 18109. Please make checks payable to: Lehigh Valley IronPigs.

Questions? Please call Allison Valentine at (610) 841-1214 or email: AValentine@ironpigsbaseball.com

