

MICHEFEST

SUNDAY, SEPTEMBER 29, 2019

MicheFest is THE **Hispanic Heritage celebration** of the Central Valley! This family-friendly event will be hosted at Rawhide Ballpark (a professional baseball venue) in Visalia, CA. With an estimated projected **attendance of 7,000** this will be one of the largest events in the area. This festival will feature top **Latin music artists, Lucha Libre wrestling** & other entertainment, as well as local food options, an array of beer options, and a **Michelada contest!**

For the 2019 inaugural MicheFest, the headlining performer will be none other than **Los Tigres del Norte!** A San Jose based group, with roots in Mexico who performed for over 17 million people all over the world in 2018, and is the only Latin band to have a star on the Hollywood Walk of Fame!

Other prominent music artists will be added to the event & announced in July.

This is an event you will definitely want your brand involved with!





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Michelada Participant Form

Do you have the best Michelada in California? Here is how it works!

- 1) Determine which beer(s) you want to pour from our list.**
- 2) Sign up in the space below with your information!**

We are limiting our Michelada contest participants/beer vendors to 30 total. All booths are expected to provide branded tents or plain white tents for your Michelada booth. You also have the option to provide your own branded cups (20 oz) or cups will be provided to you. All alcohol will be purchased in advance by the Visalia Rawhide Ballclub.

All Micheladas will be sold for \$10.00. Each Michelada participant will receive \$5.00 per Michelada sold. Michelada vendors must bring their own mixes, ingredients, and garnishing.

If we don't have the beer you want to pour, contact us.

Please refer to the rules and regulations on the next page. By signing this page, you are agreeing to adhere to all of the rules and regulations set forth by the venue and the event organizers.

Each application will be reviewed for approval. A non-refundable booth fee of \$500 will be required to secure the booth space and participation.

Please list out to the beers you would like to use, up to two beers.

Beer #1: _____

Beer #2: _____

Signed: _____

Date: _____

Name: _____

Email: _____ Phone: _____

Business Name: _____

Business License: _____

Please attach a copy of your business license to be considered to participate.



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RULES AND PROCEDURES

- **The non-refundable \$500 booth fee is due upon application approval in order to participate.**
- **Four vendor badges will be included with each booth.**
- **Each booth must provide a business license, table, tent, and all other items needed to participate.**

The venue will provide ice, beer, and cups. The booth will consist of a 10'x10' space. Each booth must also provide sufficient lighting for service. The venue will not be providing power so solar lights are highly encouraged. Each booth MUST provide a shaded canopy either branded or plain white. If you do not have a canopy or pop-up tent, please contact the event coordinator listed on the next page.

- **All booth participants must be 21 and over.**
- **Booths MUST set up the day before the event, September 28th, between 8:00AM – 12:00 PM**

All booths must be present by 11:30 September 29th for beer delivery and check in.

- **Booths may only serve wrist banded attendees.**
- **Beer cans must be opened by the booth participants.**
- **Booths must serve Micheladas from 12:00 p.m. - 10:00 p.m.**

The winner of the Michelada contest will be announced immediately following the performance of Los Tigres Del Norte at 10:00 p.m. Each booth may continue to serve until 12:00 p.m. but must stop service at that time. All booths must be cleaned up and cleared out by 1:00 a.m.

- **Clean up, including trash, must be done by each booth before leaving.**
- **Beer will be distributed to each booth by 11:45 a.m., starting with 2 buckets each.**

One bucket of beer will contain 48 12 oz. beer cans of the booth's choice as previously determined via entry paperwork. Attendants will be on standby when booths request more beer, and it will be delivered by the bucket (48 cans at a time.) When a booth receives 48 cans, that booth is responsible for selling that 48 cans. **NO PARTIAL BUCKETS WILL BE RETURNED TO THE EVENT.** Booth attendants will assist in delivery of additional beer as needed, as will ask each booth to sign off on each delivery of bucket. From each bucket that is delivered to the booth. \$240.00 per bucket will be due to the venue **BEFORE DEPARTURE.** Collection will be made between 10:00 p.m. and 11:00 p.m. and no further beer will be distributed after 11:00 p.m.

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BEER LIST

Budlight
Corona
Modelo
Michelob Ultra
Firestone Lager

Event Coordinator: Cassie Sandrini
Email: Cassie@rawhidebaseball.com
Phone: 559-732-4433 x107
Cell Phone: 661-699-3335