



12th Annual Southern Michigan Winter Beer Festival
Keeley Park (aka Jackson Co Fairgrounds)
Saturday March 11, 2023

11:00am – 5:00 pm (VIP tickets come in at 11am, General public is at 12:00pm)

Reminders for the Beer Festival that is coming up and as a vendor things to keep in mind.

The event tasting is all indoors however the large doors will be open to the patio where the food trucks will be along with picnic tables, ice carvings and fire pits.

I need to receive your invoice for your product (alcohol vendors) at least by the week prior to the event in order to have payment available for you on set up day.

- Electricity is available with advance requests.
- Vendors are responsible for all booth decorations ie. Hanging banners, decorations, etc. (**for alcohol booths some of the tasting tables will be in an island configuration so banners and signage will be limited but we can get creative.
- All participants are encouraged to promote the festival to insure the greatest success.
- Set –up must be completed between 8am-11am on Saturday March 11th, 2023

Each table can either have 5 different can or bottle products or up to 3 1/6 kegs.

Please remember we will have patrons that purchased the **VIP tickets starting the event at 11:00 a.m.**

All tasting tables are manned by my volunteers but I encourage representatives to be available to share with the patrons. All booth representative must have a wristband and a few curtesy tokens will be provided.

I look forward to hearing from you, feel free to give me a call at 517-788-4405 or email at dowens@mijackson.org if you have any additional questions.

Sincerely,
Denise M. Owens
Fair Manager & Events Coordinator

[Type here]
2023 Southern Michigan Winter Beer Festival ltr



12th Annual
Southern Michigan Winter Beer Festival
Vendor - non alcohol/Food

Company Name _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone Number _____

Email Address _____

Product _____

Number of tables _____ @ \$130 each _____

Please make checks payable to: Jackson County Fair
128 W. Ganson St. Jackson MI 49201

*****Apparel sponsorship - have the company listed on this years shirts- yes _____ \$25.00**

We will be offering door prizes so if you have any items that you could provide for our patrons please indicate below: Yes we will provide door prizes.

[Type here]

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