

# 2025 Beer Vendor Contract

**CADILLAC'S CRAFT BEER FESTIVAL -  
SEPTEMBER 13, 2025**

[WWW.CCBEERFEST.COM](http://WWW.CCBEERFEST.COM)



Thank you so much for your interest in Cadillac's Craft Beer Festival. We look forward to working with you, and truly appreciate your participation. We could not do this without you! We're planning some fun things in 2025 and we can't wait to highlight your brews at the festival.

## AT-A-GLANCE INFO

We will contract with 15-20 brewers this year, offering 3-5 flavors each. We will also have distilleries, meaderies, cider vendors and non-alcoholic options. We feature live music, yard games & a cornhole tournament - so prepare for a good time!

- 1,500 attendees in 2024; 2,000 total tickets available in 2025.
- General Admission - \$25 advance/\$30 day of (five 6 oz pours); First Call Early Bird \$50 advance/\$55 day of (includes 12 6 oz pours)
- Beer Vendors are required to have an **on-site rep** for the entire festival.
- Beer Vendors are encouraged to bring merch this year to sell.

## THE FESTIVAL WILL PROVIDE:

- Extensive print & digital marketing, ads, earned media & social mentions leading up to the event.
- 1 - 8 ft table per brewer (if needed), with Linen and (2) Chairs
- Ice, garbage cans, security, glasses and 2 volunteer pourers per 3 hour shift.
- A dedicated brewer hospitality area
- Two Taster Glasses with 5 tokens each for brewers to try

## YOU WILL BRING:

- An appropriate amount of beverages for a 15-20 vendor festival, attended by up to 2,000. The Festival strongly prefers tap beer over canned if possible. Suggested to bring at least 25 gallons.
- Jockey boxes, CO2, tubs, signs/banners, merchandise (optional).

- Pop-up tent (optional, but encouraged) with anchor weights (not spikes!) for wind.
- A First Call Early Entry special flavor is recommended for the first hour of the festival. We will only sell up to 200 of these tickets and if you provide a small batch of specialty beer, we will promote it prior to the Festival.

You will handle your own kegs during the event. Do not tap any new kegs after 7 pm without permission from Beverage Coordinator Josh Clark.

## RULES & REGULATIONS

- Please pick up your Vendor Registration Packet at the Entry Gate upon arrival. Badge/Lanyard must be worn at all times to be in festival.
- Must provide Valid ID when registering... all entering must be 21+.
- Booth Placement will be determined by the Beer Vendor coordinator. Map will be provided.
- Vendors and their employees must maintain the highest degree of professionalism in their booth. Those not adhering will be asked to leave.
- Cadillac Area Festival & Events, event sponsors, employees, volunteers and any related service providers will NOT be held responsible for any injury, loss or damage that may occur to the vendor, or the vendor's employees or property from any cause whatsoever prior to, during or subsequent to the period covered by the vending contract; the vendor signing this contract expressly releases all of the aforesaid from, and agrees to indemnify each of them against any and all claims from such loss, damage or injury from participation in the event.
- If you witness illegal activity, over-served participants, etc. please let Staff or Security know...we want to ensure the safety of all of our participants.
- Please be certain that you bring all tools, back up equipment and CO2 tanks needed to complete an entire day at your booth in a successful manner.

**THANK YOU FOR YOUR  
PARTICIPATION!**

## BEER FESTIVAL AGENDA

- 9am - Noon set-up (no vehicles on grass)- See map for details
- Noon - 1pm grounds cleared of all but brewers, volunteers, media and staff
- 1pm - 2pm Clam Lake Beer Co Brewer Hospitality tent; Volunteer, Media, and Staff lunch provided in the park
- 2pm - 3pm First Call Early Bird admitted for early entry
- 3pm - 9pm Beer Festival General Admission with three shifts of pourers
- 9pm Entrance gates close
- 9:30pm last call for all drinks, 10pm everyone out!

## LOCATION & PARKING

Cadillac Commons - City Park  
190 West Cass Street, Cadillac, MI 49601. There will be parking by the event area - City Park is surrounded by free parking.

## BEVERAGE COORDINATOR

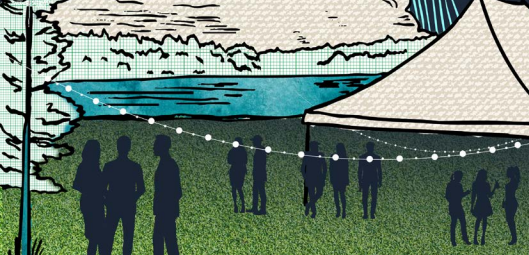
If you have any questions, contact our beverage coordinator:

Josh Clark directly - 480-275-1234

[jclark@clamlakebeerco.com](mailto:jclark@clamlakebeerco.com)



Please return this contract via e-mail with your preferred logo, in a high resolution png format, for promotional use to:  
[marci@cadillacmichigan.com](mailto:marci@cadillacmichigan.com).



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## BEER VENDOR INFORMATION **DUE BY JUNE 1, 2025**

Name of Beverage Vendor	
Contact Name	
Address	
Phone & Mobile #	
Email	
Website	
Social media handles Facebook/Instagram	
Distributor	
Distributor Name	
Distributor Phone	
Distributor Email	
Bringing Own Pop-up Tent	
Electric Hook-ups?	Y or N (Bring own extension cord if Yes)
Bringing Merch to sell (need update of how this works to tell them)	Y or N



## FLAVOR INFORMATION **DUE BY AUGUST 1, 2025**

	Flavor	Keg Size	Price/Keg
First Call Early Entry Special Flavor			
Beer Flavor 1			
Beer Flavor 2			
Beer Flavor 3			
Beer Flavor 4			

Please email hi-res company logo to [marci@cadillacmichigan.com](mailto:marci@cadillacmichigan.com) (translucent .png, .pdf or .eps for social media)