



Hello Beerfest Friends!

It is our pleasure to invite your brewery to participate in *The 21st annual Beerfest | A Benefit for Face to Face* on **Saturday, June 2nd**, from 1-5 at the Wells Fargo Center for the Arts in Santa Rosa.

Thanks to our loyal and generous participants, *The Beerfest* has earned a reputation as *the* outstanding beer tasting in Northern California. **This year marking the 21st Anniversary of Beerfest, we are announcing a specific style relevant to the current brewing community and exciting for both the brewers and the attendees which we'd like to focus on for the event. We've decided to feature the Session Pale Ale for the 2012 Beerfest. Light colored, sub 5.5% beers are all representative of the style with attendees voting on their favorite, in addition to the standard "Best" votes, throughout the afternoon. We hope you are all excited about this new feature as we are.** If you are planning on participating in this, and are bringing something extraordinary, let us know, and we will make sure our guests are informed prior to the event, and come excited to check it out!

Face to Face | Sonoma County AIDS Network receives the proceeds from *The Beerfest*. Revenue from events like *The Beerfest* allow Face to Face to improve the lives of people affected by HIV, and to reduce the number of new infections in Sonoma County.

In addition to supporting the outstanding efforts of Face to Face, you will have the opportunity to showcase and promote your brewery at this quality festival featuring other fine micro breweries and an outstanding variety of Sonoma County's best gourmet food. To see a list of past brewery and food participants, visit our site at www.f2f.org/beer_fest2012. Stay up to date, and communicate with our guests prior to the event on our facebook page www.facebook.com/beerfestsonomacounty. **We love your business and our guests do too! Please feel free to send us updates on your business, specials, sales, news, anything you would like us to update our social media fans on, and we will keep them informed and encourage their patronage year round!**

We truly appreciate your involvement in *The 21st Annual Beerfest*. **To ensure that your brewery receives maximum exposure by inclusion in all of the marketing materials and publicity, we ask that you return the enclosed Registration Form by Friday, March 16th.** A copy of Face to Face's tax exempt status (#68-0052664) and license information will be emailed with your confirmation letter. **In an effort to stay green, we will be contacting you by email only from this point forward if possible, so please include an email address you check frequently on your attached registration form.**

Feel free to contact either Lauren House (lhouse@f2f.org) or Emily Schroeder (eschroeder@f2f.org) with any questions. Registration forms may be, emailed, mailed or faxed to the attention of Lauren House at 707-544-1586. Thank you!

Gratefully,

Lauren House, Development Department

Emily Schroeder, Development Department



REGISTRATION FORM

Please return by Friday, March 16, 2012.

Saturday, June 2nd, 2012, 1-5PM
Wells Fargo Center for the Arts, Santa Rosa

BREWERY _____

CONTACT NAME _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

EMAIL _____

- WE WILL ATTEND THE 2012 BEERFEST. WE WILL NOT ATTEND THE 2012 BEERFEST.

THE BEERFEST WILL BE HELD IN THE WELLS FARGO STAGE AREA AND IS COMPLETELY OUTDOORS. WE NEED TO KNOW WHETHER YOU ARE ABLE TO PROVIDE YOUR OWN SHADE (in the form of a pop-up tent), & IF YOU'LL NEED ACCESS TO AN ELECTRICAL OUTLET.

- WE WILL PROVIDE OUR OWN POP-UP TENT.
(10' x 10' maximum area) WE DO NOT HAVE ACCESS TO A POP-UP TENT.
- WE DO NOT NEED AN ELECTRICAL OUTLET. WE DO NEED ACCESS TO AN OUTLET.

POURERS. It's important that we know if you'll be bringing pourers for your brewery. If your plans change between now and June 2nd, please let us know!

- WE WILL BRING POURERS FOR OUR BEER. PLEASE PROVIDE VOLUNTEER POURERS FOR OUR BEER.

RAFFLE PRIZES (OPTIONAL) Guests at the event have the opportunity to purchase raffle tickets for prizes such as brewery t-shirts, mugs, etc. The money generated from the raffle further supports Face to Face | Sonoma County AIDS Network, and it gives the brewery another opportunity to get your name out there. Thank you!

- WE WILL PARTICIPATE IN THE RAFFLE. WE WILL NOT PARTICIPATE IN THE RAFFLE THIS YEAR.
- DESCRIPTION OF ITEMS TO BE DONATED: _____

You are welcome to sell merchandise at The Beerfest! TAX ID# _____