



Hello Beerfest Friends!

It is our pleasure to invite you 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. **With this year being a notable 21st birthday, breweries will be bringing a Session Pale Ale**, all light colored under 5.5% brews, so if you have something that would pair beautifully with this, please bring it along. If you are planning on sampling 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!

The event's stellar reputation is due in large part to this event's fantastic selection of food for sampling. Every year there are a number of non-drinking attendees who are drawn to the event by the food alone! The best Northern California microbrews to pair with your food, an upscale location and exceptional live music make this a terrific afternoon for guests and vendors alike.

Designed as a promotional opportunity for your business, you are invited to bring any and all promotional materials – banners, flyers, discount cards – to help attract and educate guests. *The Beerfest* is a great opportunity to showcase your specialty and reach out to and support your community. Your donation is tax-deductible and you will be included on the poster and program produced for the event. To see a list of past brewery, sponsor, and food participants, visit our site at www.f2f.org.

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

We truly appreciate your participation in *The 21st Annual Beerfest*. **To ensure that you receive 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 to you 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.**

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!

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

Gratefully.

Emily Schroeder and Lauren House, Development Department



FOOD REGISTRATION FORM

Please return by Friday, March 16, 2012

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

BUSINESS (Please list as you'd like to see in promotional materials):

CONTACT NAME _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

EMAIL _____

WE WILL ATTEND THE 2012 BEERFEST.

WE WILL NOT ATTEND THE 2012 BEERFEST.

DESCRIPTION OF GOODS TO BE SHOWCASED AT EVENT: _____

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.

RAFFLE PRIZES (OPTIONAL) Guests at the event have the opportunity to purchase raffle tickets for prizes such as t-shirts, mugs, etc. The money generated from the raffle further supports Face to Face | Sonoma County AIDS Network, and it gives your business 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# _____

Please fax this form to Lauren House at 707-544-1586, call her at 707.544-1581 or email her at lhouse@f2f.org with questions.

Learn more about Face to Face at www.f2f.org.