Brewer Participation Packet 2020

About Shakesbeer
Friday May 1, 2020 | 7 – 10 p.m.
Discovery Center

It’s time for another Taming of the Brew at this year’s Shakesbeer festival! The event takes place at the Discovery Center’s serene Murfree Spring natural area and features theatrical performances by Murfreesboro Little Theatre, M-PROV and Inebriated Shakespeare, along with a variety of craft brews to sample and cuisine available from local food vendors. Proceeds benefit the many programs and exhibits of the Discovery Center.

Tickets are $35 and include entrance to Shakesbeer, souvenir tasting glass, and unlimited beer samples.

Why Participate?

• **Tax-Deductible:** It’s for a non-profit and therefore is tax-deductible for you and benefits the Discovery Center. Tax ID 62-1273308

• **Exposure:** 350+ expected attendees

• **Marketing:** Our marketing push will include advertising, PR, social media, and more which will include brewery partners as appropriate. Brewers will be featured on the Discovery Center website, Facebook page, and e-marketing campaigns.

• **Brewer Passes:** Each brewer will be given 3 **brewer passes** for staff working the event. Additional members of your team will need to purchase tickets, as this is a fundraiser.

What is Required?

• **Beer:** We are asking for a donation of tasting samples for 350 guests. Samples must be provided throughout the event. You will also need to provide all equipment needed to serve samples.

• **Staff:** You will be required to manage your own booth.

• **Set Up:** 5 – 6:30 pm. You must be set up 30 minutes before the event begins.

• **Clean up:** Tear down, clean, and clear area immediately following conclusion of event

**Discovery Center will provide:**
One 6’ table, table cloth, and 2 chairs – additional tables and chairs available if needed • Ice • Drinking vessels for all guests • Liability Insurance • Special events permits • Event map • Marketing opportunities listed above.

Register by **March 15** for inclusion in Shakesbeer marketing!

*Mail or fax the registration form to Discovery Center or [register online](mailto:).*
Brewer Participation Packet

Marketing
Sample marketing materials & Press coverage

Event Poster

Email Campaign

Facebook Event Page
Brewer Participation Packet

Marketing
Sample marketing materials & Press coverage

The Daily News Journal

Murfreesboro Magazine

Murfreesboro.com

Murfreesboro Post
Brewer Participation Packet
Registration Form

Contact Name: ________________________________  Brewery Name: ________________________________

Address: ________________________________  City, ST, Zip: ________________________________

Phone: ________________________________  Email: ________________________________

Will you need additional tables or chairs?  Yes  No
If so, how many? ________________________________
We will do our best to accommodate these requests. Notification will be given prior to the event if we cannot accommodate your request.

Beer #1

Name of Beer: ________________________________
Type of Beer: ________________________________
Description of Beer: ________________________________

Beer #2

Name of Beer: ________________________________
Type of Beer: ________________________________
Description of Beer: ________________________________

Beer #3

Name of Beer: ________________________________
Type of Beer: ________________________________
Description of Beer: ________________________________

Beer #4

Name of Beer: ________________________________
Type of Beer: ________________________________
Description of Beer: ________________________________

Brewer Signature: ________________________________  Date: ____________

Submit your form by March 15 for inclusion in Shakesbeer marketing!

Mail:
Veronica Bosnak
502 SE Broad St
Murfreesboro, TN 37130

Fax:
(615) 849-9573

Email:
Vbosnak@explorehedc.org

Online:
explorehedc.org/shakesbeer

Questions? Contact Veronica Bosnak at (615) 890-2300 x222 or vbosnak@explorehedc.org