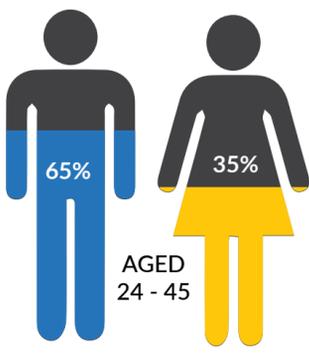




SATURDAY 13TH MARCH Victoria Park, Auckland 11am - 7pm*

Hosted at one of Auckland's best central parks, Beers in the Park will be a one day festival showcasing some of the best Craft Breweries, Local Wineries, Street Food and Music that NZ has to offer.



Early Bird from **\$35**

General Admission from **\$40**

VIP Lawn from **\$60**

Corporate Hosting & Groups



20

Food Vendors



30

Breweries
(Beer & Cider)



4

Wineries

ATTENDEE CONSUMPTION



5-7 drinks per head



3 food items per head



ENTERTAINMENT LINE-UP

Featuring a select line-up of original musicians from around New Zealand.

Final acts to be announced closer to festival dates, but a selection of the best chilled drinking beats to favourite party tunes.



CASHLESS PAYMENT SYSTEM

Utilising the AWOP cashless payment system will make transactions easier, improve attendee experience and make your systems faster.

- Easy to use
- Full stock report / inventory break down (total transparency)
- Minimal transaction fees (1.4%), and no added charges
- No eftpos, cash, floats or headaches or requirements

YOUR INVOLVEMENT & WHAT'S INCLUDED

FOOD

We are looking for 20 of the region's best food trucks to be the part of the event.

Your menu will be an "eat on the go" style, limited to 5 items + 1 optional sweet item and priced at a maximum of \$9 (no meals, the idea is cutlery not required style). Based on experience we expect attendees to consume an average of 3 items each.

As a food vendor your site will include an allocated space set up with ground protection, a power supply*, AWOP unit and any required event food license.

There is a processing fee charged via AWOP, (which we now cover in your total turnover %) however you don't need to worry about eftpos, cash floats or any of these hassles. Units are easy to use and training / support is provided.

Funds are transferred direct to you from AWOP the week following the event.

Beers in the Park will carefully consider each vendors booking before accepting them as a vendor for the event to ensure quality and variety.

Pricing:

Food Truck or Trailer site \$99 ex GST plus 15% of turnover

(A minimum turnover fee charge of \$400 will apply, no matter what the final turnover figure is).

All vendors must be available for both the festival day - 13th March and the postponement Day 14th March

BEVERAGE

We have only limited space available for vendors.

30 breweries consisting of beer, cider, seltzer or a combination of both and 4 wineries.

Beverage sales over the event are run through our special license, and AWOP point of sale system. Essentially we operate like a normal bar with you as the supplier and Beers in the Park the "venue or bar".

Each 3m x 3m "bar marquee" will operate separately with the ability to personalize the bar set up to each vendor.

Supplied for the Set Up

All beverage sales during the event are managed under the Beers in the Park Special License and will be at the set price of \$7.50 - \$8.00 depending on ABV% for beer and cider, and \$8.00 for wine and seltzer. We will supply most of the infrastructure as listed below including the marquee to create a working bar - but will require you, as the vendor, to set up the bar and branding to personalize this for your brand. You are welcome to bring in a bar set up or similar.

Beer Sites 3m x 3m

(Equipment Provided - we pay for / provide all of the below)

- Commercial Marquee
- Display Walls
- Vendor Name Sign
- Printed Beverage Menu
- Liquor License requirements / signage
- AWOP units
- Light Beer (where required)
- Bottled water & Free water
- Trestle Tables where required
- Chiller Space
- Bagged Ice

Wine Sites 3m x 3m

(Equipment Provided - we pay for / provide all of the below)

- Commercial Marquee
- Display Walls
- Vendor Name Sign
- Printed Beverage Menu
- Liquor License requirements / signage
- AWOP unit
- Light Beer, Bottled water & Free water
- 2 x Trestle Tables with Black Cloths
- 1 x Glass Door Fridge
- Chiller Space

All vendor sites have black velcro receptive display walling at the rear so you can attach branding or similar.

During service you would be required to have a duty manager staff member to look after the bar and oversee quality control (licensed) and adequate service staff.

Note: we will have an overall Manager who will be looking after the venue - you are responsible at the Point of Sale. Security are on hand as well.

Each attendee will have a polycarbonate glass with a tasting pour line and glass pour line.

Required from the Vendor

- Ability to supply a minimum of 4 and up to 6 varieties of beer, cider or wine.
- Supply bar staff required to staff the bar area (as your staff will know the beverages) - one must have a managers license.
- Set up the Bar marquee area (3m x 3m) with all branding, collateral and service equipment.
- Breweries must provide the keg pour system.

Pricing:

There is no stall fee for a beverage vendor to take part in the event, and all beverage sales will be reimbursed at % of Vendor product \$ turnover (detailed below) after AWOP transaction fees..

This turnover figure is based on actual AWOP figures of consumption at the event, with the breakdown provided to the vendor.

Vendor % Turnover:

Vendor Product Turnover \$0 - \$10,000 = 65% Festival / 35% Vendor split

Vendor Product Turnover \$10,000 - \$15,000 = 50% Festival / 50% Vendor split

Vendor Product Turnover \$15,000 - \$20,000 = 40% Festival / 60% Vendor split

Festival Drink Pricing:

Beer & Cider up to 5.9% ABV, \$7.50 per 300ml

Beer & Cider 6.0% - 7.5% ABV, \$8.00 per 300ml

Hard Seltzer, \$8.00 per 300ml

Taster - \$2.50 per 75ml

White Wine \$8.00, per 130ml

Red Wine \$8.00, per 130ml

All vendors must be available for both the festival day - 13th March and the postponement Day 14th March



BEERS IN THE PARK
Saturday 13th March

Secure your spot now, contact:
Damien@BeersinthePark.co.nz
or 027 291 9884