



THE LAKEWOOD BLUECLAWS

Invite you to the
Jersey Shore Wine Festival at FirstEnergy Park
June 13-14, 2015 ... 12 noon to 5 pm

The Lakewood BlueClaws and Sylvia's Children invite you to participate in the 5th annual Jersey Shore Wine Festival at FirstEnergy Park in Lakewood, NJ. This exciting two day event will feature New Jersey wineries plus food, crafters, vendors and live music. The event is easily accessible to people from New York City, Philadelphia, Delaware and, of course, all the Jersey Shore towns.

Date & Time: Saturday 12:00 pm – 5:00 pm and Sunday 12:00 pm – 5:00 pm. *This event is held rain or shine and there is no rain date.*

Location: FirstEnergy Park's Great Lawn (immediate exterior of stadium)

Advertising: The event will be promoted in New Jersey Monthly, edibleJersey, and Monmouth Health & Life magazines, local newspapers, localwineevents.com, street signs, Facebook, events page on BlueClaws.com, rack cards, posters, press releases and more. We will also send you rack cards which we will ask you to distribute in your tasting room and ask that you list this event on your website.

Winery Participation:

1. Wineries must secure all necessary individual ABC permits and licenses to participate. Lakewood BlueClaws will secure all necessary event permits and licenses.
2. Lakewood BlueClaws will manage the Admissions Tent for the wine tasting and will provide patrons with a sampling glass and wristband for a nominal fee. This fee will be retained by Lakewood BlueClaws.
3. Wineries may sell wine by the bottle and case. Lakewood BlueClaws will NOT take any proceeds from these sales. Patrons may open bottles and consume on premises.
4. **Participation fee is \$250.** Lakewood BlueClaws will provide your tent set up (20' X 20' tent) plus four tables.

5. **There are twelve winery spots. Please submit your application in a timely manner to secure your spot.**
6. Your featured wine list is due by May 1, 2015.

Event Logistics: Information regarding load in/out times, directions and parking will be distributed one month prior to the event.

In addition to the regular wine tasting on Saturday and Sunday, we have added a VIP tasting which will be held in the Champion's Club at the park from 3 to 5 pm. Each winery will be asked to bring one red and one white wine that is NOT being featured at their tent for the general public. In addition, we will be having a cheese pairing with each wine so will need to know what your recommendation would be for the wine you provide.

Please provide that information no later than March 15, 2015 so the cheeses can be selected in a timely manner. A table will be provided for your tasting activity at this VIP event. Please list below:

The two wines (red and white) you have selected:

Red: _____

White: _____

Suggested Cheeses:

Red: _____

White: _____

Name of server for VIP tasting: _____

PLEASE RETURN THIS PAGE WITH YOUR APPLICATION!



Lakewood BlueClaws
5th Annual Jersey Shore Wine Festival at FirstEnergy Park,
Lakewood, NJ
SATURDAY June 13 and SUNDAY June 14, 2015

EVENT APPLICATION

Winery: _____

Contact Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Cell No.** _____

Email address: _____

Enclosed is my payment of \$250:

Check \$_____ (made payable to Allen Consulting Inc.)

Credit card: ___ Visa; ___ MC; ___ AmEx; ___ Discover

Credit card #: _____ Exp. Date: _____ Security Code: _____

Signature: _____

Please return this application no later than April 2, 2015

Attention: Sylvia Allen

Allen Consulting, Inc.

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Holmdel, NJ 07733

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sylvia@allenconsulting.com