

TEMPE FESTIVAL *of the* ARTS

Wine & Spirits Model

[Application Link](#)

Winery Application Deadline
Festival Dates

October 15, 2021 by 5:00pm
December 3-5, 2021 10am-5:30pm

Wine & Spirits Model:

- Winery/Distillery pays lump sum fee to festival of \$540 (\$495 booth fee + \$45 AZ DLLC fee)
- Festival will sell advanced tickets for the wine tasting event as well as tickets on site.
- Tickets will include a festival branded wine glass. Wineries are not permitted to sell their own glasses or use plastic cups. (Note: distilleries may use 1oz cups for tastings only.)
- Festival will reimburse wineries/distilleries \$1.00 for every ticket turned in at the close of the festival. **Tickets must be turned in daily.**
- **All guests must first purchase a festival glass in order to be eligible to purchase tastings or glasses of wine/mixed drinks. Wineries/distilleries are permitted to sell drinks for cash or tickets, as long as they serve drinks in the festival glasses.**
- Wineries/distilleries will provide samples to guests for one (1) ticket.
- Bottle sales are allowed and handled by wineries/distilleries directly.
- Wineries/distilleries provide their own tent, tables, signage that is tasteful and contained in the 10x10 space. Festival will provide optional rental items including tents, tables, chairs, electricity for pre-purchase.
- Wineries/distilleries agree to display festival branded signs that stipulate festival glass and ticket procedures.
- Festival does not provide rinse water. Should wineries/distilleries prefer it, they must provide their own rinse water.
- Wineries/distilleries agree not to sell items that are not related to their brand. Items such as t-shirts, bottle openers, hats, etc. are permitted, but no wine glasses. *All items for sale **must** be submitted to festival via application form prior to festival. Any items not previously listed will not be eligible for sale.*
- Wineries/distilleries pay all state and city sales tax, no taxes are collected by the Festival.
- Wineries/distilleries shall submit a post-event sales report to festival. Upon receipt, festival will disburse tasting ticket reimbursement.

Any winery or distillery is able to apply. No more than (8) wineries and (3) distilleries will be included in the wine tasting event of the festival.

Preference will be given to those wineries/distilleries who meet the standards listed here:

- Represents authentically local wine/spirits to their respective state winery/distillery
- Are able and willing to cross-promote this event actively to your own database of customers
- Presents an attractively “trade dressed” booth that complements the Tempe Festival of the Arts appearance

Fees to participate:

\$540 -- \$495 Booth Fee (\$950 for double booth) + \$45AZ DLLC fee

Note – Any additional equipment such as tents/tables/chairs is additional if requested.

Festival Rules:

Equipment: All participants must provide their own canopies and furnishings. Canopies with sidewall, tables and chairs can be provided by the Event if ordered 30 days in advance of each Festival. Pricing available upon request.

Registration On-Site Prior to Set-Up: All applicants are required to check in at Registration prior to set-up to claim credentials and load-in passes. Load-in information, registration location and check-in instructions will be provided prior to the Festival.

The Tempe Festival of the Arts is a RAIN OR SHINE event. Applicants agree to be present despite weather conditions.

Applicants must claim their assigned booth space no later than 8 a.m. Friday or it will be forfeited.

All canopies must be weighted with 40 lbs PER LEG and cannot open for business until that condition has been met.

Conduct: The Tempe Festival of the Arts and Downtown Tempe Foundation, Inc. (DTF), at their sole discretion, may prohibit the conduct of any activity that is deemed harmful and not in the best interest of the Festival.

Tempe Festival of the Arts and DTF, at their sole discretion, may reserve the right to refuse participation by any applicant, entertainer, food vendor or any other such participant for any reason.

Hold Harmless/Risk: Applicants shall display all product at own risk. The Tempe Festival of the Arts and DTF are not responsible for damage, theft or loss of product or display facilities. Applicants release and hold harmless the DTF, the City of Tempe, the county and all event sponsors from any and all liability, as outlined in the rules and regulations.

Clean-Up: Applicants are responsible for removing debris and ensuring the general cleanliness of the area surrounding their booth throughout and at the end of the Festival.

Codes: Applicants will obey all pertinent codes, laws, ordinances and regulations (including, but not limited to, fire, safety and parking). Canopy tents must be fire retardant and NO OPEN FLAMES ARE ALLOWED.

Sales Tax: All vendors are required to pay their own city and state taxes.

Items for Sale: Applicants guarantee that all items displayed in booths are products offered by their wineries routinely. The Tempe Festival of the Arts has the right to investigate all suspicious items. If product is deemed not of the applicant's business, the Tempe Festival of the Arts has the right to refuse participation without refund.

Removal: Applicants who do not comply with these rules, regulations and policies listed in this application, or policies included in the applicant acceptance notification will be immediately removed from the Festival with no refund of fees or compensation for expenditures. Applicants also may be barred from acceptance to future DTF events.

Refunds: DTF is not liable for refunds or any other liabilities whatsoever for applicant's failure to obey the rules and regulations or due to the unstable condition of the area in which the Festival is produced, caused by, but not limited to, weather, fire or other calamity, any act of nature, public enemy, strikes, statutes, ordinances of any legal authority or any other cause beyond DTF's control. *The exception to this is if DTA or the City cancels the festival due to COVID, you will receive a refund of \$470 or choose to carry over to the next festival.*

Photo/Video Rights Agreement: Event participants agree to allow use of videos and photographs taken at event for promotional purposes. Any photos taken by the event are property of the festival.

2021 Fall TFA Sales Report

Thank you for being part of this event. We will see you December 6th! Please see below for required post-event sales report.

Winery/Distillery Name: _____

Bottle Count (used & sold): _____

Quantity of Full Glasses (served): _____

Non-alcoholic Product Sales (description and counts):

