



Dear Brewer:

The 9th Annual Sun Valley Brewfest (www.sunvalleybrewfest.com) is set for Saturday, June 17, 2023 at the Sun Valley Festival Meadows. We would like to invite you to participate.

The Brewfest is one of the marquee events in Ketchum/Sun Valley. It has grown in attendance from 500 participants in our first year to more than 1,000 participants in 2022! The best part for brewers like you, is that you get incredible geographic exposure for your product by coming to just one place! Last year we surveyed our participants and found:

- 48% were local to the Ketchum/Sun Valley area.
- 42% were from other parts of Idaho and the Mountain West states of Utah, Nevada, Wyoming, Oregon, Montana and Colorado
- 10% were from outside the Mountain West, including participants from five foreign countries.

There is no charge to brewers for booth space. This is a fundraiser for the Ketchum/Sun Valley Rotary Club Charities, and we appreciate the donation of your time and beer. Over the years , and thanks to you we have raised nearly \$250,000 for non-profits and charities!!

This is a tasting event where participants purchase a commemorative glass that entitles them to 4 oz tastes of as many beers or cider as they wish to sample. We ask that you bring enough product to last for the entire festival (hours are 12 pm - 6 pm). And an estimated attendance of 1500 people. We estimate you will need a minimum 2 x ½ bbl. If you want to feature several beers, please bring 1/6 barrel equivalents.

In past years, we had over 30 + Brewers from all over the Northwest. We expect space to fill up quickly, so please get back to me as soon as you can to confirm. If you have any questions, I can be reached via text or voice at 208-471-0117.

I look forward to hearing from you.

Ed Sinnott

*Ketchum Sun Valley Rotary
Brewers Coordinator
esinnott49@gmail.com*

GUIDELINES

You must be affiliated with a licensed Idaho distributor and have a valid certificate of approval from the Idaho State Police Alcohol Beverage Control. Please contact me if you need a distributor for the event or are unsure of your certificate of approval status.

WHEN: Saturday – June 17, 2023 from 12 noon – 6 pm

WHERE: Sun Valley Festival Meadows

WHY: Last year, 36 breweries helped our Rotary Brewfest raise \$35,000.00. We have now donated close to \$250,000.00 to charitable and non-profit organizations! To all our brewery participants, thank you!

FEES/COST: Of course, no cost – you just supply the beer, set up and staff to pour the beer and answer questions. We encourage you to bring your pop-up tents, marketing materials, and displays.

ROTARY: We will supply tables, ice, and volunteers. Our web site will feature a link to your business, as well a promotion through social media and signage at the event.

BREWERS: We ask that you provide a link to our event on your web site and a posting about the event in social media.

WHERE TO STAY: Please contact me if I can be of assistance.

FRIDAY NIGHT JUNE 16TH: Please be our guests at a pre-Brewfest party hosted by the Ketchum Sun Valley Rotary and our Title sponsor. Join us from 6 to 9 pm at the Sawtooth Brewery, Main St. Ketchum. Please RSVP to this event by June 10th.

ON-SITE EVENT ASSISTANCE: We have volunteers to help move kegs, ice, etc. All vehicles need to be moved outside of the Brewfest area by 11:00 am.

LOCAL SALES: Can be coordinated with local markets.

REQUIRED: Bikes, fishing rods, hiking boots!



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