



Dear Brewer:

We would like to invite you to participate in the 10th annual Sun Valley Brewfest, set for Saturday, June 22, 2024 in Ketchum Town Square.

Rotary Brewfest is one of the marquee events in Ketchum/Sun Valley and has grown in attendance from 500 attendees in our first year to more than 1,500 attendees! As a participant, you will get incredible geographic exposure for your product in just one place! Our surveys show that:

- 48% are 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 for a booth. This is a fundraiser for the Ketchum/Sun Valley Rotary Club and the charities that it supports, which in the past 9 years has raised over \$250,000. We only ask for a donation of your product and your time, which we very much appreciate.

Brewfest is a tasting event where participants purchase a commemorative glass that entitles them to 4 oz. tastes of as many beers, RTD's or cider as they wish to sample. We ask that you bring enough product to last for the entire festival (hours are 12 pm - 5 pm) with an estimated attendance of 1,500 people. For Beer, we estimate you will need a minimum 2 x ½ bbl. If you want to feature several beers, please bring 1/6 barrel equivalents. For RTD's and Cider, we leave it up to you to determine the necessary quantities. In past years, we have had over 30 + Brewers, Cider makers and purveyors of RTD's 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 208-471-0017.

I look forward to hearing from you!

Ed Sinnott

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

GUIDELINES

You must have a valid certificate of approval from the Idaho State Police Alcohol Beverage Control Bureau. Out of State Breweries must be affiliated with a licensed Idaho distributor.

WHEN: Saturday – June 22, 2024 from 12 noon – 5 pm

WHERE: Ketchum Town Square

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 website 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 website and a posting about the event in social media.

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

BREWFEST LAUNCH PARTY JUNE 21, 2024: 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.

ONSITE 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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