



June 10th, 2017

10.00 a.m. - 7.00 p.m.

Maryland Polo Club

3600 Fallston Road,

Jarrettsville, MD

British Rock, Beer & "All Things British"

Britfest 2017 is a new event for Baltimore which is being staged on **Saturday, 10th June, 2017** to coincide with Queen Elizabeth's 91st birthday at The Maryland Polo Club in Jarrettsville.

BritFest 2017 will celebrate the Queen's birthday in style. As the longest reigning monarch in history, this is an opportunity for the people of the Maryland area to share the love of Queen Elizabeth II and to enjoy all that is British!



Britfest 2017 is a full day of events on Saturday, including a US v's USA polo match with great British and "British inspired" beers, food and crafts from Britain, Scotland, Ireland and Wales,

British rock inspired music, and various British "activities".



Attendance & Entry Fee

An entry fee of \$25.00 will be charged to all adults. ID will need to be provided in order to get a bracelet that will allow you to sample and purchase the beers. Children are free. All attendees will receive a unique British pint glass with the event logo on it which will entitle the attendee to ten 6oz beer samples for free. After sampling, beers are for sale.



Who will Benefit?



The event will support the work of the St George's Society and their work to support their participants in the Invictus Games.

Sponsorship, Promotional & Marketing Opportunities

The event is offering several Sponsorship Opportunities that will allow companies to gain visibility to this unique audience, and promote and sell their services and products.

TITLE RIGHTSSPONSOR

The event seeks one (1) title sponsor whose name will be featured as follows.

- Inclusion in event Name - *BritFest 2017 presented by: SPONSOR NAME AND LOGO*
- Signage at entry to Festival
- Two 10 x 10's vendor spaces
- Logo on commemorative beer mug.
- Inclusion in radio and TV commercials
- Announcements from stage First option for 2015's Festival

RADIO/ TV SPONSOR

The organizers have created a 30 second and one minute commercial for both radio and for TV. The commercials are obviously British (slightly whacky) and allow for mentions of sponsors and commercial entities.



PRODUCT/ SERVICESPONSORS

The Organizers seek a variety of category sponsors who will receive inclusion in the promotion, radio/TV, signage and a 10 x 10 space at the Festival. Categories include:

- o Communications / Phone Carrier sponsor o Insurance
- o Big Box Retail
- o Healthcare/Healthcare Insurance/Hospitals
- o Housing/Real Estate
- o Travel/Tourism (Airlines, Tourism Boards)-
- o Electronics
- o Beauty/Spa/Fitness
- o Grocery
- o Credit Cards
- o Car I Dealership company
- o Finance/Bank
- o Education/Recruitment (Local Colleges/High Schools)
- o Improvement
- o Transportation Services
- o Casino
- o Utilities
- o Non-Alcoholic Beverage
- o Professional Services
- o Lottery

Becoming a Vendor at BritFest 2017

CRAFT BEER/ MICROBREWS

BritFest 2017 will feature many of Maryland's finest craft brewers offering a number of fine British inspired beers for sampling and for purchase. Interested Microbreweries should visit

www.strongsidemarketing.com/BritFest2017/vendorapplication

and select the Craft Beer application. There is a reservation fee of \$100 for participation. No other costs are required, other than providing 6 oz. samples, set up and equipment on the day of the event.

ARTS & CRAFTS/ SERVICES/ PRODUCT VENDORS: (NON -FOOD)

In this, the first and inaugural year for BritFest, the event will be restricting participation to only 75 vendors with position allocated on a "first come first serve" basis. Each vendor MUST offer/ showcase / highlight / decorate with something BRITISH, (Scottish, Welsh, Irish, or English). Items for sale do not have to be British, but getting into the spirit of things will make selling more effective.

Becoming a vendor at Britfest 2017 is simple. Go to www.strongsidemarketing.com/britfest2017/vendorapplication fill in the form and hit submit. The cost of vendor space is (\$200) You will be allocated a 10 x 10 ft. space that will be clearly marked and numbered for you to set up on Saturday morning from 8.00 a.m. - 10.00 a.m. You will be responsible for all physical requirements, tent, chairs, tables, etc. No power will be available. Spaces will be allocated on a first come first served basis.



FOOD VENDORS

The Organizers are offering exclusive food rights (\$250) to ten (10) food vendors only to set up UK Food sales (Bangers and Mash, Fish and Chips, Shepherd's Pie, Scotch Eggs, Pork Pies, Chelsea Buns, Bacon Butty's, Steak & Kidney Pie, Roast Beef and Yorkshire Pudding, Toad in the hole, Sticky Toffee Pudding, etc.), as well as traditional American style food. Interested parties should go to

www.strongsidemarketing.com/britfest2017/vendorapplication

and select the food vendor application, submit desired menu items and sales prices.

Music at BritFest 2017

The band line-up has not yet been confirmed, but you can bet on one thing - there will be songs and performances by bands who will cover The Stones, The Beatles, Cold Play, Elton John and many other great English Bands. Drink a pint and sing-a-long to all your favorite English songs!

Organizers are also investigating bringing in a UK headliner to play the Festival. Keep checking into www.strongsidemarketing.com/britfest2017 for updates. A local radio station will act as the events radio sponsor and provide airtime/ support and promotion of the event. A genuine British MC will host the event and run British trivia competitions with prizes and various activities from stage. In addition, a live auction will take place with various unique British items including a soccer ball signed by the Manchester United team including David Beckham.



www.strongsidemarketing.com/BritFest2017

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