



# British Rock, Beer & "All Things British"

Welcome to the second annual **Britfest** which once again is being staged at **The Maryland Polo Club** in Jarrettsville on **Saturday, June 9th, 2018** to coincide with Queen Elizabeth's 92nd birthday. **BritFest 2018** will celebrate the Queen's birthday in style. As the longest reigning monarch in history, this is an opportunity for the people of the Mid-Atlantic area to once again share their affection for Queen Elizabeth II and to enjoy all that is

British!

**Britfest 2018** is a full day of events on Saturday, including a US v's USA polo match with great British beers, food and

crafts from Britain, British rock inspired music, and various British sports and "activities".



## Attendance & Entry Fee

An entry fee of \$20.00 will be charged to all adults. ID will need to be provided in order to get a bracelet that will allow you to sample beers. Children under 13 are free. All attendees will receive a souvenir mug (while supplies last) which will entitle the attendee to five 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 RIGHTS SPONSOR

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

- Inclusion in event Name - *BritFest 2018 presented by: SPONSOR NAME AND LOGO*
- Signage at entry to Festival
- Two 10 x 10' vendor spaces
- Logo on commemorative beer glass.
- Inclusion in radio and TV commercials
- Announcements from stage and first option for 2019's Festival



### RADIO/ TV SPONSOR

BritFest 2018 has created a 30 second and a 60 second 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 / 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 | 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 2018***

### “ALL THINGS UK”!

**BritFest 2018** will feature many of the United Kingdom’s finest beers as well as wine, a Pimm’s and a Gin and Tonic booth!

There is opportunity for a variety of vendors of food, drink, arts and crafts, authors, and all things from the UK.



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

**BritFest 2018** will be restricting participation to only 50 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 2018** is simple. Go to [www.britfest2018/vendorapplication](http://www.britfest2018/vendorapplication) fill in the form and hit submit. The cost of vendor space is (\$150) 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 7.00 a.m. - 10.30 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 (\$200) to ten (10) food vendors / food trucks 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.britfest2018/vendorapplication](http://www.britfest2018/vendorapplication) and select the food vendor application, submit desired menu items and sale prices. Food vendors must meet Harford County Food regulations and be in possession of a Harford County Food Vendor permit at least two weeks prior to the event.

## MUSIC AT BRITFEST 2018

The band line-up has not yet been confirmed for 2018, 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!

Keep checking into [www.britfest2018.com](http://www.britfest2018.com) for updates. A local radio station will act as the events radio sponsor and provide airtime/ support and promotion of the event.

