

# Cider Swig

## the Greater Peninsula Cider Festival

- Dozens of Regional Ciders
- Live Music & Great Food
- Apple Pie Contest & Demo Tent
- People's Best of the Fest
- ...and more!

Saturday, September 23<sup>rd</sup> 🍏 12 PM to 5 PM



## Cider Swig General Vendor Information & Application

- Location:** LeMay – America's Car Museum, 2702 E D Street, Tacoma, WA 98409
- About:** The **Cider Swig** is organized by the Greater Gig Harbor Foundation, a 501 (c)(3) nonprofit community foundation, and its Parks & Environment Core Area Board (CAB). Proceeds support environmental conservation and education, parks, trails and related initiatives in the greater Gig Harbor and Key peninsulas.
- Fees:** Vendor/Exhibitor - \$125 / Non-profit Organization - \$25 (all fees include parking)
- Booth space:** Each vendor/exhibitor will receive a 10' x 10 freestanding display/sales space.
- Attendance:** Estimate 2,000 (this is a 21+ event)
- Festival Demographic:** 53% Female, 47% Male
- Circulation:** 10,000 across a 200-mile radius of the Puget Sound region.
- Other info:** Festival vendors and exhibitors have great access to thousands of cider and festival lovers from the Puget Sound Region, and beyond! Vendors will be included in all event marketing produced and distributed throughout the region, social media spots, and other media. And, all vendors will receive two tickets (\$70 value) to the Cider Swig to be used to promote the festival and your presence at the festival.

**We will participate in the 2021 Cider Swig. Our application and any applicable fee is enclosed.**

**Vendor Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Phone:** (\_\_\_\_) \_\_\_\_\_ **Email:** \_\_\_\_\_

**Event Contact:** Julie Ann Gustanski - [ciderswig@gigharborfoundation.org](mailto:ciderswig@gigharborfoundation.org)  
7191 Wagner Way, Suite 102, Gig Harbor, WA 98335  
**ph:** (253) 514-6338 or (253) 223-8003 **web:** [www.gigharborfoundation.org/ciderswig](http://www.gigharborfoundation.org/ciderswig)



# 2023 Exhibitor Vendor Application

Saturday, September 23, 2023 – Festival Open: 12 to 5 p.m.

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Name(s) at Festival: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Website: \_\_\_\_\_

How did you hear about Cider Swig: \_\_\_\_\_

Type of set up? (circle one)      Tent      Booth      Other: \_\_\_\_\_

I am applying as an exhibitor vendor for the Cider Swig Saturday, September 24th, 2023. I have read and understand the event information, agree to comply with the requirements, and enclose payment for the applicable fees.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\$125 - Vendor / Exhibitor Fee     \$20 - Nonprofit Organization     Please add the Marketing Option (\$25)

Please provide a short description of your business or organization and exhibit/booth:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Payment Information:

Please find my check # \_\_\_\_\_ for \$ \_\_\_\_\_ to the Greater Gig Harbor Foundation.

Please charge my credit card for \$ \_\_\_\_\_ Check one:  VISA     Mastercard     AmEx     Discover

Card number: \_\_\_\_\_ Exp. Date (Mo/Year) \_\_\_\_/\_\_\_\_ Security Code (CVV) \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

**TERMS:** By signing below, you are committed to participating in the 2023 Cider Swig and agree to follow the terms as provided here and within the vendor FAQ form.

- You agree to staff your booth at all times during the festival. You understand that you are responsible for abiding by all state laws, health department guidelines. The festival holds a special occasion permit from the WSLCB Board for this event, as well as specific fire and other permits required by Pierce County.
- If any changes are made to your application, you agree to provide updated information by 9/1/23.
- You understand payment and application is required to hold your vendor space.

Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

*\*By signing this form, you are stating that you are authorized to sign on behalf of the company/organization named above.*

# Cider Swig

## Exhibitor/ Vendor FAQ's

### Where do I mail or email my completed vendor form and fees?

**By mail:** Greater Gig Harbor Foundation, 7191 Wagner Way, Suite 102, Gig Harbor, WA 98335

**By email:** [ciderswig@gigharborfoundation.org](mailto:ciderswig@gigharborfoundation.org)

### When is set up?

Day of event set-up for all vendors will begin at 8:00 a.m., Saturday, September 23<sup>rd</sup>. **All set up must be completed by 10:30 a.m. and all vehicles must be removed to the parking area.** There will be NO set-up after 10:30 a.m. on Saturday.

**What are the Festival hours? Inspections begin at 10:30 a.m.** Gates open to the public at 11:30 a.m. and close at 5:00 p.m. Festival tear-down begins at 5:00 pm.

### What is the exhibitor/vendor fee?

Businesses - \$125 registration fee. Non-profit organizations - \$20 registration fee. All fees include parking.

### How many workers can I bring in?

Each vendor will receive three (3) wristband passes. If you need more, please note when submitting your application.

**Marketing Package - \$25:** (\$450 value) Improve your sales and exposure at the festival in our marketing leading up to and during the Cider Swig! Includes listing on social media and event website. Add the marketing package for just \$25\*

\*Marketing Package includes:

- Logo inclusion in media week of event (e.g., *Kitsap Sun, Tacoma News Tribune, Peninsula Gateway*)
- Facebook & Twitter Posting - (2) Dedicated postings per vendor to highlight booth.
- Email marketing throughout the month of September.
- **Cider Swig Festival Program** guide, rack cards, flyers and other print media - color logo inclusion

To take advantage of the marketing package, **payment and your logo** must be received with your application.

E-mail your logo to [ciderswig@gigharborfoundation.org](mailto:ciderswig@gigharborfoundation.org)

### How many vendors will there be?

Exhibitors/vendors will be limited to 10 and is on a first-come, first-served basis.

### What else do I need to know?

All exhibitors/vendors will be located in the general admissions area of the festival. Based on past events, attendance is projected to be 1,500.

- Each exhibitor/vendor will receive one (1) 10' x 10' vendor space. If you require more than one space, please let us know so we can plan accordingly.
- Exhibitors/vendors are responsible for providing their own canopy, tables, chairs, and display booth materials.
- Your canopy must be properly anchored to withstand all weather conditions that may be encountered

### What time is teardown?

We expect the festival to be busy with music, eating, and buying continuing until the end. All vendors and events are required to remain open until 5:00 p.m. on event day. **There will be NO teardown prior to 5:00 p.m.** NO vehicles will be allowed to enter the event area until event closing.

**Other questions?** Please call us (253) 514-6338 or by email: [ciderswig@gigharborfoundation.org](mailto:ciderswig@gigharborfoundation.org)