

DOWNTOWN EXCELSIOR SPRINGS MISSOURI

March 23, 2011

Dear Missouri Winery,

The Downtown Excelsior Partnership is planning for the 5th Annual Missouri Wine Festival in Excelsior Springs on July 16, 2011, and would like to invite you to participate. The Missouri Wine and Grape Board is participating again this year as our main sponsor. This event takes place on the back lawn of the historic Elms Resort & Spa, another yearly sponsor.

In 2010, we featured 8 Missouri wineries, 25 artists and crafters and recorded over 500 attendees. We have seen attendance and recognition grow and our expectations are to add more visitors in 2011.

This event will bring exposure to your winery along with the historic downtown in Excelsior Springs. If you haven't been to Excelsior Springs recently, you will be inspired at the revitalization taking place. The Downtown Excelsior Partnership is a group of businesses and supporters working to preserve and revitalize our downtown. Excelsior Springs has a great history dating back to the early 1880s with the discovery of healing mineral waters.

We hope that you will play a part and we look forward to promoting your winery in our marketing and press releases. By registering early, you can guarantee your name will be included. Please find an application and note that the fee to participate is **FREE**. With your participation, you agree to offer free wine samples to the attendees and will be allowed to sell your wine by the glass, bottle or case. Please return the winery application by May 15, 2011.

If you have any questions, please call Keith Winge at 816-637-2811 or email at kwinge@visitesprings.com.

Sincerely,

Keith Winge
Executive Director



PO Box 513 | Excelsior Springs | MO | 64024

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Winery Application

July 16, 2011, Noon-9pm

Location: The Elms Resort and Spa
401 Regent Street
Excelsior Springs, MO 64024

Application Fee: **FREE**

Winery: _____

Contact Name: _____

Address: _____

City: _____ ST: _____ ZIP: _____

Phone: _____ Email: _____

How many wines will you be offering for free samples? _____ (we recommend 4-5)

Names of all booth attendees: _____

Will you need a guestroom at The Elms? *Rate is \$99 per night.* _____

- Booth size is 10x10 with two tables, two chairs and a trash can. You will need to bring table coverings or skirting. Ice will be provided.
- The outdoor area is well lit during the day, but each winery will be responsible for lighting their own booth in the evening and responsible for their own extension cord (longest run may be 50ft). Power will be provide free of charge.
- **We do not provide coverings or awnings.** We highly recommend some sort of covering as the event is "rain or shine". Please email a photo of your covering to kwinge@visitesprings.com for prior approval.
- Unlimited number of wine samples will be offered by the wineries. Sale of wine by the glass, bottle and case is allowed. Please bring enough wine to ensure you have enough for the entire festival. Tasting glassware will be provided to participants by the festival organizers (plastic free of charge and glass wine glasses for sale).
- All wineries will be responsible for obtaining the appropriate licenses from the state for wine sampling and sales.
- The Elms will be providing a concession stand with food and beverage for sale.

All wineries are expected to be set up by 11:30am and will be allowed to start tear down at 9:00pm. Any questions, please call Keith Winge at 816-637-2811 or email at kwinge@visitesprings.com.



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Statement of Responsible Hospitality

The Missouri Wine Festival is the biggest fundraiser organized by the Downtown Excelsior Partnership (DEP) each year. Premier wineries, food vendors, musicians and artists are brought together in a beautiful setting to allow event attendees to sample quality Missouri wines and local food, enjoy the offerings from various artists and spend the day in a relaxing atmosphere.

In order to ensure that we provide a quality experience for all attendees, we'd like to reinforce some guidelines around Responsible Hospitality. The three main guidelines you and your servers/volunteers need to be cognizant of are:

1. Prevent illegal alcohol service to minors. The registration desk will ID attendees if they look under 30 before they band them. Please use your judgment and if in doubt, ID. Remember, it is illegal to serve alcohol to minors. Also watch for folks that bring up multiple glasses picking up samples for other folks.
2. Reduce the likelihood of drinkers becoming intoxicated. Limit your pours and the size of your pours. There will be an abundance of samples available to attendees so train your team to be judicious with your pours. The organizing committee is committed to making food and water readily available. Know the signs of intoxication and train your booth team to recognize the same. Feel free to engage one of the organizers if someone shouldn't be served.
3. Prevent those who are impaired from harming themselves or others. The DEP will have roving team members that you can engage if you believe someone is impaired. We do not want these folks to cause harm to anyone around them. You also don't have to handle these attendees yourself – the Elms and the DEP will have attendants that you can call upon.

If you have any questions or need assistance, please let us know.



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