



Hawley Winterfest Beer Tour 2019

We hope you will consider participating in yet another successful year of the Beer Tour!

The Winterfest Beer Tour Consists of:

- Consumers will complete 6 Stops on the Beer Tour over the course of the weekend.
 - Consumers must be 21 to participate in the Beer Tour.
 - Bar/Restaurant will choose 3 or 4 beers to feature in their flight/pint/bottle offerings all supporting the theme of WINTERFEST!
 - We encourage you to be creative with this theme, and to create differentiation between establishments. Some past themes have been: Feliz Navidad, Winter Warmers, IPA Christmas, Winter Love Affair, etc.
 - We realize that not all bars have flight glasses, so feel free to offer a pint/bottle selection instead, or in addition to a flight. Please circle on this form which offerings you will have (pint, bottle, flight, etc.).
 - If choosing to offer a flight, it should consist of 12 ounces total.
 - Cost to be decided by each participating bar. Beer cannot be sold at a discount in accordance with the Liquor Control Board.
 - This year we have added a “Hydration Station” stamp.
 - Consumers can choose any bar to get this one-time stamp, and they must consume a glass of water to obtain it. They will stay hydrated, and have fun!
 - A helpful suggestion: offering a spigot of water and cups somewhere in your establishment during this weekend will reduce the stress on your bartending staff.
 - Beer tour must be available Friday through Sunday at each establishment.
 - The Winterfest Shuttle will be running for a portion of each day.
- Consumers will have a “Tour Card” available for pick up at participating bars and the Visitor’s Center. Bars may use stamps, hole punches or initials to certify flight/beer completion. Please submit a sample of your unique marker so we can verify authenticity of completed tour cards.
- Guests who complete the beer tour will head to the visitor’s center to redeem their tour card for a Hawley Winterfest Beer Tour pub glass.
- We encourage restaurants and bars to offer designated driver specials or discounts.
 - On the Winterfest Website, we will be accepting entries for the Designated Driver Raffle. DD’s can enter to win prizes by filling out the form.
 - We would love to gather a few donated prizes for this purpose. Please check the box on the form below if you’re interested in donating a gift card to your establishment, or other raffle item. Great way to get bounce back business!
 - We’ll draw 2-3 random winners at the end of Winterfest and distribute prizes accordingly.
- This multi-day completion will minimize drinking and driving, as participants have the entire weekend to complete their stops, IDs will be checked, a shuttle is offered for a portion of the weekend, and responsible consumption and designated drivers are encouraged.

HAWLEY WINTERFEST

What we need from you:

- Your \$100 Participation Fee (Non-DHP-Members \$225 Participation Fee – which includes your membership cost for the year): Includes cost to produce Beer Tour cards, the Official Winterfest Beer Tour Pub Glass, as well as exclusive Beer Tour co-op advertising/ promotion.
- We need your individual theme that works with the overall theme of Winterfest.
 - Themes are first come first serve, please submit your idea and we will indicate whether or not another bar has already chosen it.

We hope you will join us for this exciting, annual event!

Deadline for participation is October 18th, 2019.

Please email the following information to Tiffany Rogers at
trogers@settlershospitality.com
by October 19th to be included on the Beer Tour card!

YES! I want to be a part of the Hawley Winterfest Beer Tour

Name of Establishment: _____

Main Contact Name: _____

Phone # / Address: _____

Email Address: _____

Hours of Operation: _____

Beer Tour Theme: _____

Type of Offering (Check All That Apply):

Flight Pint Bottle DD Drink

YES! I would like to donate to the Designated Driver Raffle.

Item Donated: _____

Please make checks payable to:

WINTERFEST

**Send payment to Hawley Winterfest C/O DHP,
PO Box 584, Hawley PA 18428**

