



LIFE ON TAP EXPO TITLE SPONSOR APPLICATION

December 4, 2010

University of Phoenix (Lawn) – Glendale, AZ

The Big Red Pour Craft Beer and Music Festival will kick-off on the South Lawn at the University of Phoenix Stadium Saturday December 4th. The event is being produced by Rojo Event Management and R Entertainment which is the second festival this team has co-produced. Rojo Event Management was formed by the team to increase bookings inside the building and outside in the parking lots, property the Cardinals control. The Big Red Pour is sponsored by Draft Magazine the leading publication in the craft beer movement.

It's the ultimate beer lover's adventure with hundreds of craft beers from breweries across the globe, seminars, food pairing tips and some of the world's most celebrated brewers and beer experts. After a rousing premier in 2008, **The Big Red Pour** also returns with live music headlined by *Kenny Wayne Shepherd*.

- Live Music featuring *Kenny Wayne Shepherd*
- Major Media Promotions
- International Beers
- Life on Tap Expo

Life on Tap Expo Title Sponsor Package Information:

Your Booth will be open on Saturday, December 4th from 12:00pm - 10:00pm; All Brewery applications must be pre-approved by R Entertainment and the Big Red Pour Committee and all items approved prior to acceptance of application.

Mail application with full payment to:

R Entertainment Company
Attn: Big Red Pour
11515 N. 91st Street #144
Scottsdale, AZ 85260

INQUIRIES TO:

Tabitha Alexander
(480) 657-7333 ext 17
(863) 583-0790 – Fax
Tabitha@r-entertainment.com



2010 Life on Tap Expo Title Sponsor

Mail application with full payment to:

R Entertainment Company

Attn: Big Red Pour

11515 N. 91st Street #144

Scottsdale, AZ 85260

Vendor Name: _____

Address: _____

City State Zip: _____

Contact Name: _____ Phone: _____

Email Address: _____ Fax: _____

Cell Phone: _____

Please list below the item(s) you will be showcasing:

100% required with reservation; Package includes: 20'x20' Premier Expo Space in the Life on Tap Pavilion, 50 Saturday Admission Tickets, 6 VIP Passes, and 4 Staff Passes.

Life on Tap Expo Title Sponsor Package – 20'x20' Life on Tap Expo Space = \$4,000.00

Total Fee Paid: _____

Please make check payable to R Entertainment Company. Federal Tax ID: _____

I agree that if I should cancel and wish to withdraw my entry less than 30 business days prior to the event, my fee will not be refunded and that no refunds will be given due to unfortunate weather conditions. I understand that all vendor set-ups must meet the City of Glendale Tax Licensing, Fire Codes and Maricopa County Health Codes and that my fee will not be refunded if these codes are not met. I agree to obtain and maintain in full force and effect throughout the duration of the event, liability insurance coverage reasonably acceptable to Big Red Pour Committee. The City of Glendale, R Entertainment and Draft Magazine shall both be named as additionally insured. A certificate reflecting such insurance coverage will be provided upon request. Furthermore, I understand that Event Staff reserves the right to move vendors from location site on map and that when setting up all vehicles must be removed from the event area by 3:00 p.m. I understand that the name Draft Magazine / Big Red Pour cannot be used on any items sold at the event without the written permission of the 2010 Big Red Pour Committee.

VENDOR Signature

BIG RED POUR COMMITTEE Signature

VENDOR (Print Name)

Date

Approved by: R Entertainment Company

Date