

2nd Annual
Santa Cruz County Fermentation Festival
& Beer Masters Cup
Sunday, July 15, 2018 at Skypark in Scotts Valley, CA

Dear Homebrewers,

It's our great pleasure to announce that the **2nd annual Santa Cruz County Fermentation Festival** will return to Skypark in Scotts Valley on **Sunday, July 15, 2018** (the day after the Hop N' Barley Beer & BBQ Festival). As part of the festival, homebrewers are invited to participate in the **Beer Masters Cup**, a contest for homebrewed beer which takes place during the festival.

For the contest, homebrewers will pour their finely crafted suds during the festival for guests and judges, and both groups will be casting their votes. Beer Masters Cups, along with awesome prizes, will be awarded to the winners of the People's Choice and the Judges Choice.

There are no categories to hinder your creative powers! Any beer poured at the festival has the opportunity to win the People's Choice—you may offer as many beers as you'd like to be judged by the thirsty public. However, only one beer from each team may be put forth to be judged by our Official Judges, comprised of professional brewers and professionals in the beer industry.

At the Festival:

Bring at least five gallons of each beer you would like to enter into the People's Choice. Smaller quantities may be poured, but remember — **the more tastes you're able to pour, the more votes you can potentially get!**

Bring **two (2) 22 oz. unmarked bottles** of the beer you'd like to enter into the Judges Choice. We will have tags for your beers when we collect them at the festival. Bring the bottles cold and we will make sure they are served at the proper temperature. Judging will take place at the very beginning of the festival.

To enter you must do the following:

1. Send your completed participation form to lilystoicheff@gmail.com by June 15.
2. On the day of the competition, label your homebrew kegs and/or boxes as "HOME BREW: Beverage not for sale/resale. Drink at your own risk!," along with the estimated alcohol content. We can also provide you with a label upon request.
3. Tell your friends, family, coworkers and social media followers that you are going to win the Beer Masters Cup if they come out and vote for your beer.

We will provide every entry 4 tickets to the Beer Masters Cup, a table, plenty of ice, and tasting cups. We will provide a 10x10 tent upon request. You will you need to bring any equipment you need to pour your beer and signage for your beer. PLEASE NOTE: The brewer/partner will need to pour his/her own beer.

We hope to see you there! Questions? Email Lily at lilystoicheff@gmail.com

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BEER MASTERS CUP PARTICIPATION FORM

Dear Homebrewers:

Please email this COMPLETED form to Lily at lilystoicheff@gmail.com by **June 15, 2018**.

Attending Contact Person's Name: _____

Contact Person's Email: _____

Contact Person's Phone Number: _____

This person is also attending*: _____

*The Festival provides you with four (4) FREE tickets with participation.

Have you participated in this festival before? ___ YES ___ NO

Are you going to enter a beer in the Judges' Choice? ___ YES ___ NO

What are you bringing?

Beverage #1 : _____

Type/Style: _____ Est. ABV: _____

Notes: _____

Beverage #2 : _____

Type/Style: _____ Est. ABV: _____

Notes: _____

Beverage #3 : _____

Type/Style: _____ Est. ABV: _____

Notes: _____

Beverage #4 : _____

Type/Style: _____ Est. ABV: _____

Notes: _____

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WE WILL PROVIDE YOU WITH:

- 4 tickets
- a 10' x 10' tent (by request)
- a table
- plenty of ice
- Tasting cup provided with ticket purchase

YOU MUST BRING:

- Your beer
- Equipment to serve
- Signage for your beer

OPTIONAL BUT SUGGESTED:

- chairs
- tools and spare parts for jockey boxes and kegs
- cooler with water and snacks (there will be food vendors as well)
- sunscreen and sunglasses
- decorations for your booth