

WETHERBY BEER FESTIVAL 2024

COMMERCIAL VENDORS



Grange Park
Friday & Saturday
MAY 3 & 4
2024



FESTIVAL FACTS

It's about building our community and giving back...

- Volunteer organised and run
- 100% of profits go to help the development of Grange Park to keep grassroots sports thriving and to our chosen 2024 Charity Partner
- We buy from local suppliers where ever possible
- Proud to be Yorkshire! We serve Yorkshire Ale and Gins, and showcase local food vendors

Reach

- Capacity for 6000 people, over two days
- We expect 750 business leaders, owners and associates to attend the Corporate networking event
- Festival goers are mainly local people from Wetherby and it's surrounding villages, as well as north Leeds, York and Harrogate, with a small number of visitors from further afield
- The festival is particularly well attended by the members and their families of the Grange Park clubs; Wetherby RUFC and Kirk Deighton Jr Football Club
- Saturday is family day, kids are very welcome, free entertainment is provided to keep them happy!

Diverse Crowd

- Everyone is welcome at the festival, with four different sessions a wide demographic attends the festival including
 - Families with young children & teens
 - Business Leaders
 - 18+ & Young Adults
 - Beer enthusiasts

2023 headlines

3000+ attendees

£40,000 donated to good causes

Corporate Event Sold Out

Family Day Sold Out

over 100 corporate firms supporting

over 10,000 pints served

Food Vendors sold out!



FESTIVAL 2024



So much more than just beer! We've got..

- Gin Bar, Champagne Lounge
- Lager & Cider Bar
- Kids entertainment (Saturday, much of which is free)
- Street Food
- Live Music - including incredible Tribute acts
- Huge open space for the kids to enjoy, and plenty of space to sit outside and enjoy the Festival with family and friends
- And of course, Beer! We'll be serving 50 different Cask Ales

NEW for 2024

- More bars to serve punters quicker & reduce queues
- Improved entrance processing system for faster access
- Tribute Bands as part of the live music line up
- Even more fun for the kids on Saturday
- More car parking space
- Better layout to allow more space for outdoor socialising
- additional local charity partner will benefit from funds raised

2024
Two days
4 sessions
Something for everyone



SESSION 1

Friday 2pm-5.30pm

VIP Corporate Networking
Event



SESSION 2

Friday 5.30pm -11

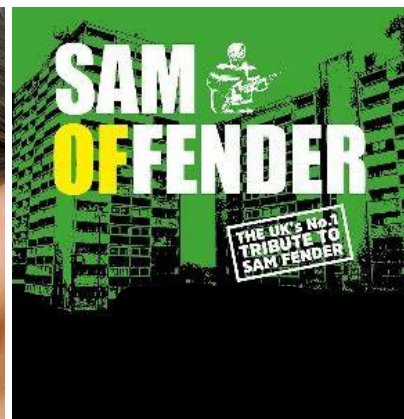
Enjoy the Best of the Cask Ales
Taylor Swift Tribute act
(18+ only)



SESSION 3

Saturday from 12 noon

Family Fun, Live music & Tribute
Bands



SESSION 4

Saturday Evening

Party Night with Tribute Band
& DJ



STREET FOOD VENDORS

Over the two days the Wetherby Beer Festival welcomes 6000 people, and they need feeding. If your business offers fabulous food at affordable prices that our customers will love then we have pitch space that you can rent.

Our Offer...

- A large and diverse crowd of all ages, including, on Saturday, kids and teens
- Exclusivity - we're looking for a variety of different vendors, each offering something unique, so our customers have a choice and you have the best opportunity to trade well
- No commission, once you have paid the pitch fee, sell your products and you keep 100% of your revenue
- A large, outdoor pitch space - all positions very visible/accessible
- One day or two: we have 18+ Friday evening, & Corporates on Fri afternoon May 3rd and families and kids attend on the Saturday May 4th
- Flexible pitch fees, we recognise the the variable profit margins from different vendors - so you tell us what you are prepared to pay to attend. But, be competitive and fair, this is a fund raising event where 100% of the profits go to community good causes.
- Proactive marketing on our socials so everyone knows you'll be attending (subject to you providing us with photos and assets to use for this purpose).



STREET FOOD VENDORS



Interested in being part of the Wetherby Beer Festival 2024?

What we need from vendors...

- Provide a well stocked service which serves until last orders (10.30pm) (or if aimed at children until approx 6pm)
- Charge your standard prices for your products, this isn't Leeds Fest! it's a local community event and prices should be affordable.
- Use the communal generator which will be provided and charged at cost (circa £80-£100)
- Only sell the main menu we have agreed so all vendors have exclusivity on their speciality food. (all vendors may sell non exclusive sides to go with their food)
- You may not sell any drinks (except water), sweets or crisps unless agreed.
- You have identified and clearly stated any allergens on your menu and signage
- You will need public liability insurance and be registered with your local council as a food vendor
- You and your team will have appropriate valid food hygiene certification
- You'll need a truck, van, gazebo set up that can withstand the unpredictable British weather.
- You may dress your pitch as you wish, provided you don't block access or impinge on other vendors. You may not drop leaflets or place marketing materials around the site unless you sign up as a festival sponsor.
- A fair contribution as your pitch fee to help our fund raising.



GET IN TOUCH

Passionate about providing fresh, local food using quality local ingredients? Good because we've got a hungry crowd for you to feed! Come and sell your food at the Wetherby Beer Festival 2024!

Interested? Make your pitch

Send us an email, and include all the following information:

1. What type of food would you like to sell?
2. What's the price of most expensive and cheapest main dish you will be selling?
3. Confirm if your menu will include any GF, Vegan or Vegetarian options
4. Would you like to attend both days (May 3rd and 4th) or just Saturday (May 4th)?
5. How much are you prepared to pay for the pitch per day?
6. Your name and contact information

A word about pitch fees! We know that different vendors have different profit margins so we are asking you to make us a pitch! We are 100% about raising money for good local causes, everyone attending does so in the knowledge that they are doing good, so we ask all food vendors who wish to attend to make a donation to our fund raising - which is fair and reflective of what you can afford vis a vis your profit margin. So make us an offer we can't refuse to secure your space!



Interested? Email us
events@wetherbyrufc.com