

**PBS39**  
**7TH**  
**ANNUAL**  
**BREW FEST**



*Saturday June 3rd*  
*2pm - 5pm*  
*Coca-Cola Park*  
*Home of the Iron Pigs*

**Saturday, June 3, 2017**

**1 - 5pm**

*VIP session begins at 1pm; Regular session begins at 2pm*

**Coca-Cola Park, Allentown, PA**

*Home of the Lehigh Valley IronPigs*

**30 craft brewers (more than 100 brews)** will be the main attraction; focusing on the micro brew phenomena that is so strong and well-loved in this region. **Live music** and **vendors** will be components of the festival.

*Proceeds from this festival benefit educational programming on PBS39*

**PBS39 Will Provide:**

- \$200 cash stipend to each brewer
- 10'x10' area with one 8' table (with cover)
- Dump bucket
- Ice
- Hotel accommodations for brewery personnel (max. of 3)
- Tasting mug and commemorative pint glass for each brewery personnel (max. of 3)

**Brewery Provides:**

- Beer - the equivalent of 2 kegs, or 14 cases
- Signage
- Tap handles
- Brewery personnel/pourers
- Cart or hand-truck to transport beer from brewery vehicle to table.
- Container for ice

**Promotional Benefits of Being a Featured Brewer:**

- Inclusion in on-air event marketing  
*PBS39 broadcasts to more than 2.7 million homes in Eastern PA and Western NJ*
- Brewery name included in all associated websites, emails, and festival t-shirt
- Inclusion in JumboTron presentation during event
- **Awards for best brews:** hybrid, IPA, lager, pale ale, porter, wheat and Belgian

**PBS39 Viewers**  
**Associate Partners**  
**with Quality**  
**Programming!**

...and are more likely to buy their products and services because of their support.

**Positive Community Image!**

...of supporting arts, culture, education and a better quality of life.

**Target Audience of our Brew Festival:**

- Beer aficionado
- Community-minded
- Socially aware

For more info, contact  
Gerard Longo,  
PR & Marketing Coordinator at  
610.984.8129 or  
gerardl@wltv.org

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## 2017 Brewer Registration Form

\_\_\_\_\_  
Brewery Name

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

(\_\_\_\_) \_\_\_\_\_  
Phone

### **Beer Needs: The equivalent of 2 kegs are required to participate.**

List beers and styles below (hybrid, IPA, lager, pale ale, porter, wheat, Belgian, other):  
Each brewery will have one beer judged. You must list the style for brew to be judged.

Beer #1: \_\_\_\_\_ Style: \_\_\_\_\_

Beer #2: \_\_\_\_\_ Style: \_\_\_\_\_

Beer #3: \_\_\_\_\_ Style: \_\_\_\_\_

*Optional*

Beer #4: \_\_\_\_\_ Style: \_\_\_\_\_

*Optional*

### **List of Personnel Attending: (limited to 3 people)**

\_\_\_\_\_  
Personnel #1

\_\_\_\_\_  
Personnel #2

\_\_\_\_\_  
Personnel #3

Hotel Room Needed?    Yes    No

Donate stipend to PBS39?    Yes    No

Donation amount: \$ \_\_\_\_\_

Scan and email to: gerardl@wlv.org or fax to 610.694.1989  
Mail to: Gerard Longo, PBS39, 839 Sesame Street, Bethlehem, PA 18015