



**A Celebration of Life Amid the Blue Ridge  
October 15-17, 2010**

On behalf of LONG BRANCH *Historic House and Farm*, we invite you to participate in the 14th Annual Shenandoah Valley Hot Air Balloon, Wine & Music Festival on October 15<sup>th</sup>, 16th and 17th, 2010. The event has experienced attendance upward to 70,000 people, with more than 8,000 adults purchasing wine glasses.

- **Set up hours are as follows: Thursday: noon – 5 pm; Friday: 9 am – noon;  
Saturday and Sunday: 6 am – 7 am**
- **Entrance gates are open from 1 pm to 8 pm on Friday and 7 am to 4 pm on Saturday and Sunday**
- **Wine tasting hours are from 1 pm to 8 pm on Friday and 11 am to 5 pm on Saturday and Sunday**
- **Wine Sales will be operated by Long Branch ALL three (3) days: Friday, Saturday and Sunday**

Please read the following event arrangements and responsibilities carefully.

**Long Branch Arrangements and Responsibilities**

- Long Branch will provide each guest a winery payment of \$150 for each of the three days of the event (a total of \$450), in which the guest winery participates. In compliance with state ABC event regulations, this payment is to serve as reimbursement for all wines poured in tastings for the attending public. Payment will be made upon receipt of a provided “Special Event Wine Invoice” at the conclusion of the event.
- The following equipment will be provided for each guest winery: sufficient tent space and trash containers. **Those wineries requiring Long Branch staff to receive in additional equipment is subject to a \$25 set-up fee. Prior notification of the delivery and payment must be provided a week before set-up or set-up will not be permitted.**
- Ice for chilling tasting wines will be provided for the period of the event plus two 5 or 6 foot tables. Table coverings, folding chairs, and tasting dump buckets are not provided. In our efforts to carry out this annual event for years to come, we ask each vineyard to pay a nominal fee of **\$950** to help offset the cost of rental equipment and providing ice pick service. Payment should be included with the application. Please make the check payable to Long Branch for the amount of **\$950**.
- Periodic pickup of trash and re-supply water cambros will be completed and proper sanitary facilities, general security, emergency medical and fire protection for the participating wineries will be furnished by the event.
- Long Branch will obtain all necessary area permits required for the event, i.e. Banquet License, which will be listed on the “Special Event Wine Invoice” handed out on the first day of the Festival.
- A group remote license will be submitted and procured for all participating wineries by Long Branch. Copies of the group remote license will be sent to the participating wineries in advance of the event and will also be available on the opening day of the event. The group remote license will include this time frame for all wineries in addition to covering the time frame for each Festival day; Friday, October 15<sup>th</sup> from 1 pm to 8 pm and Saturday, October 16th and Sunday, October 17th from 11 am to 5 pm for public tasting, glass and bottle (open and closed) sales.
- Long Branch will provide/manage event parking, including special access to the wine tasting area for winery delivery and pickup. Parking/traffic is not permitted in the show area after noon Friday and 7 am Saturday and Sunday. Vehicles must be moved to participant parking immediately following unloading of merchandise and/or the above specified times.
- Traffic is not permitted in the show area each evening until approval is granted by the Festival committee/security due to pedestrian traffic, which may be delayed until well after 7 pm. **TRAFFIC IS NOT PERMITTED IN THE SHOW AREA UNLESS AUTHORIZED BY FESTIVAL STAFF OR LAW ENFORCEMENT DUE TO PEDESTRIAN TRAFFIC. ACCESS TO SHOW AREA MAY BE DELAYED UNTIL AFTER 7 pm. PEDESTRIAN SAFETY MUST BE THE PRIORITY.** Close access will be

provided to each area for unloading and loading of merchandise and must be planned around these hours. Vehicles remaining in the show area or non-designated parking areas during Festival hours will be towed at the owner's risk and expense. Wineries are asked to park in the field directly across from the wine area.

- Each accepted winery will receive two (2) parking passes to obtain entry into the Festival. If more passes are needed, they are available at \$3 each.
- An event site plan will be provided to participating wineries two weeks prior to the event.
- Long Branch will arrange for a wine pick up service to transport wine purchases to the Wendy's courtesy tent if buyers do not wish to hand carry during the event. The purchasers may later claim the wines at the Wendy's courtesy tent. The details of this pick up service are contained on the following page. It will be the responsibility of the attending winery booth staff to explain this pick up service to their wine buyers and to ensure that the claim tickets are properly filled out. Long Branch will provide each winery with a set of claim tickets.
- Long Branch will be responsible for checking identification to verify the 21 or older age of tasting glass purchasers and wristbands will be applied at the glass sales location. ABC agents will be present all three (3) days of the Festival and we have been informed that they will apply significant attention to possible alcohol abuse and underage consumption problems.
- Festival packets will be mailed to accepted wineries the first week of October. This packet includes directions, area hotels, a map of the Festival grounds, and your parking passes (two per accepted applicant). You will be notified of your location upon arrival.
- The 2011 Hot Air Balloon, Wine and Music Festival will be September 23, 24, and 25, 2011

#### **Winery Arrangements and Responsibilities**

- Deadline for complete applications (including insurance and payment) is May 7, 2010. Any application received into the Long Branch office past this date is subject to a non-refundable \$25 late fee. This also applies to any application that is received into the office incomplete.
- All participants are responsible for collecting and reporting Virginia sales tax and any other taxes associated with their sales. Each participant must secure an annual Clarke County Business License. Application and fee information is provided for your convenience. **The application and fee are due in the Commissioner's office before August 30, 2010.** For more information, contact the Commissioner of the Revenue Clarke County at 540.955.5108.
- A certificate of insurance for comprehensive general liability insurance in the amount of no less than \$1,000,000 per occurrence must be provided to Long Branch along with your application. Respective event insurance certificates must list **Long Branch/Shenandoah Valley Hot Air Balloon, Wine & Music Festival** as an additional insured for all days that the participant will be onsite at the event (including setup). Participating wineries must have liquor liability coverage with additional insured endorsements. The participant's insurance carrier (issuing company) must have no less than a B+ rating by A.M. Best. Coverage must be obtained at the participant's cost. **Certificates of liability insurance need to be sent directly to Long Branch along with your application. Your application will not be considered without the certificate of liability insurance.**
- A minimum of two personnel must be available at all times to provide tastings and otherwise deal with the attending public with whatever additional backup staff deemed necessary. One of age ABC manager must be on duty at all times. Booth staff personnel can be of 18 to 20 years of age to pour and sell wine, but not imbibe, as long as there is an of age ABC manager on duty.
- Each winery is responsible for bringing the quantity of wine stock deemed appropriate for the two to three day event, including tastings and sales. Each winery is to bring its own supplies, such as table coverings, wine bottle openers, cash containers, dump buckets, containers for cooling wines, and other items necessary to conduct wine sales. Due to the largely populated area of the wine tasting, no props or signs are permitted outside the winery's contracted booth space at this year's wine tasting. The security and control of cash, receipt boxes, and contents will be the responsibility of each winery.
- Wineries should bring their own signage appropriate to the Festival table set up and hand out materials that are printed by and/or directly related to winery activities such as the *Wineries Festival & Tour Guide*. No other organization materials are to be present on tables.
- A list of all personnel working the winery booth during the Festival should be forwarded to Long Branch by fax at 540.837.2289 or email at [angie@historiclombbranch.com](mailto:angie@historiclombbranch.com) no later than October 1, 2010 for the purpose of security and providing tasting tickets and sampling glass to authorized personnel.

- Wineries are permitted to sell small winery accessories that can be displayed in a neat and organized presentation in their allocated booth space.
- Each winery shall try to offer for tastings and/or sales to the attending public at least 4 to 6 different varieties of quality wines, including white, red, special blends, dessert, and sparkling wines. **No winery is permitted to charge an additional tasting fee.** Non-compliance will halt and further preclude participation.
- Wineries will be responsible for helping police the ground immediately around their wine tables to ensure that there are no broken wine glasses or other sharp objects that could cause injury to the attending public. Wineries will also be responsible for the removal of broken glass, etc., excluding trash, brought to the Festival at the conclusion of the event. Wineries will also be responsible for leaving their booth space clean, with any trash placed in appropriate containers. For recycling purposes, empty case boxes should be collapsed flat and stacked next to the trash containers.
- A wine delivery service will assist Festival attendees with transportation of purchase items from the vineyard's booth to the Wendy's courtesy tent. The volunteers will transport the item(s) to a designated area near the winery area and will look after the items until claimed by the purchaser. Claim tickets will be distributed to individual wineries for attaching to cased wine. Please ask the customer to complete the right section (for attaching to cased wine – one for each case) and the customer retains the left section of the check. Please place the purchased case(s) of wine in the designated pick up area of your booth space. The volunteers will make periodic checks/pickups throughout the day.
- Wineries are responsible for reminding personnel working their booths not to provide wine to anyone who appears under the influence or to any obviously underage person who may have obtained a tasting glass. Carding such age questionable individuals is the responsibility of the participating wineries and the personnel staffing their wine tables. As a reminder, after first checking for the appropriate taster's and purchaser's wristband of the day, if for any reason winery staff personnel doubt an individual's age, re-carding is the appropriate action. Also, if the of age document (i.e. driver's license) does not appear to be valid, refusing to pour a tasting or sell wine to that person is the prudent action. Any dispute regarding age verification should be referred to the event on-site security personnel. Under Virginia law, the individual providing access to an alcoholic beverage to an underage person is ultimately held accountable. Non-compliance will halt and preclude further participation.
- Wineries can sell wine by the glass, bottle, and case at retail price with full profits from such sales going to the wineries.
- **Wineries will be responsible for selling tastings, bottles, and cases to individuals displaying a wrist band. Any individual trying to purchase tastings, bottles, and/or cases that is not wearing a wrist band should be redirected to the sales tent for purchase of a wrist band. If there is any issue or question regarding this policy, please contact the Sheriff's Department checking ID's.**
- Wineries will be responsible, at the conclusion of the event, to submit the provided "Special Event Wine Invoice" for the wines poured for the public tastings during the three (3) day event to Long Branch, PO Box 241, Millwood, VA 22646. The invoice total, as agreed to, is not to exceed \$450.

**Action Requested**

As a participating winery, we request that, following reading of and concurrence with this letter of arrangement and responsibilities, sign and return the enclosed application form by mail or fax before May 7, 2010.

Thank you again for your time and consideration. If you have any questions, feel free to contact us at 877.868.1811 or email [angie@historiclongbranch.com](mailto:angie@historiclongbranch.com). We look forward to receiving your application and insurance submission.

Sincerely,

Mary Rodriguez  
Executive Director

cc: James Edwards, Festival Chair  
Angela Anderson, Manager of Events and Operations



**A Celebration of Life Amid the Blue Ridge  
October 15 – 17, 2010**

**Winery Application**

*Please complete, sign, and submit this application, payment, and your Certificate of Liability Insurance before May 7, 2010.*

- Yes, I accept the invitation to participate in the 14th Annual Shenandoah Valley Hot Air Balloon, Wine & Music Festival at Long Branch on October 15th, 16th, and 17th, 2010. I understand that an \$950 offset fee will be charged to help Long Branch with the cost of rental equipment and ice and Long Branch will also provide an appropriate reimbursement payment given for wines poured for the event's attending public to comply with state ABC regulations. I also understand that our Certificate of Liability insurance must accompany this application or this application will not be considered for participation.
  
- \*Yes, we would like to open Friday, October 15th, 2010 during the Hot Air Balloon & Pumpkin Glow from 1 pm to 8 pm for wine sales by the glass, bottle, and case. I understand that Long Branch will be operating the Friday event including: wine tasting ticket sales, wine glasses, ice and checking ID's. We also understand that in compliance with state ABC event regulations, a payment will be received as reimbursement for all wines poured in tastings for the attending public for Friday as well.

**Contact Information**

Name of Contact: \_\_\_\_\_

Winery Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

- I have read and concur with all terms stipulated in the attached letter of Festival arrangements and responsibilities. I also understand that traffic is not permitted in the show area unless authorized by staff or a member of law enforcement.

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**LONG BRANCH *Historic House and Farm***  
PO Box 241  
Millwood, VA 22646  
Phone: 540.837.1856  
Fax: 540.837.2289  
Email: [angie@historiclongbranch.com](mailto:angie@historiclongbranch.com)  
[www.historiclongbranch.com](http://www.historiclongbranch.com)

**\* Change in protocol from previous years.  
The Dates for the 2011 Hot Air Balloon, Wine and Music Festival will be September 23, 24, and 25, 2011**

**TOTAL NUMBER OF PARKING PASSES REQUESTED**

\_\_\_\_\_

\*\*\*I understand that if we request additional parking passes they will be \$3 each \_\_\_\_\_(initial)

**APPLICATION SUMMARY**

Winery Fee: \$950 = \$950  
+ Late Fee: \$25 = \_\_\_\_\_  
+Set Up Fee: \$25 = \_\_\_\_\_  
= Total Amount Due =\$\_\_\_\_\_

*Office Use Only*

Receipt Date/Time : \_\_\_\_\_ Manager of Events Initials: \_\_\_\_\_

**METHOD OF PAYMENT**

Check # \_\_\_\_\_ Date: \_\_\_\_\_ Amount: \_\_\_\_\_

*Payable to: LONG BRANCH Historic House and Farm*

Credit Card       MasterCard       Visa

Name on Credit Card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ 3 Digit Verification #: \_\_\_\_\_

Credit Card Billing Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_