

## Know before you go – Brew Fest Volunteer Information Sheet – September 14, 2019

Thank you for volunteering for our 17th Annual Thirsty Troll Brew Fest. Without the army of volunteers it takes to set-up the Brew Fest we wouldn't be able to put on a festival. Remember, volunteers represent the Thirsty Troll Brew Fest and Mount Horeb to thousands of beer enthusiasts. You have been invited to be part of a privileged team. We want responsible, knowledgeable and dedicated volunteers only. Please keep in mind you are representing Mount Horeb and the Thirsty Troll Brew Fest while working; please be courteous to your fellow volunteers and festival goers. NOTE: Over-indulgence will permanently remove a volunteer from the TTBF program. Thank you for your interest and attention to our rules!

### Things You Should Know

MHACC Staff: Tiffany King, Annika Frame, Kathy Arnold TTBF COMMITTEE: Melissa Lease, Amy Mertz, Julie Bergey, Brian Durtschi, Jaye Clemmons, Angela Cotey, Lauryn Durtschi Jones, Mike and Heidi Eichorst

**Electricity:** E&S Electric, Mike Eichorst, sets up panel

### Day Before Set-up Task Leader Brian Durtschi

Materials needed: 8 ft step ladder, rope, bucket, water, large rags & towels, soap, zip ties

- Meet at Grundahl Park.
- Go to storage unit and retrieve tables, pallet furniture and other materials needed at Brew Fest
- **Beer Tent**
  - Unload and set-up tables under large tent
  - Distribute picnic tables in suitable locations outside the tent area. Place many in VIP area
  - Place garbage receptacles near the food area.
  - Rope for Brewer signage. Using the 8 foot ladder tie rope around poles in the vending area allowing enough height allowance for proper signage display.
  - Hang Brewer Tent sponsor signage
  - Rope off gaps in the ball diamond fence. Zig Zag pattern so people cannot get through
- **Glassware**
  - Stack in Storage Shed
- **Merchandise Task Leader: Julie Bergey**
  - Set-up tent if weather permits
  - If weather permits, set up mechanism to house the merchandise
- **Masskrugstemmen** (this area is set-up closest to the band for microphone sharing)
  - Get trailers align them tongue to tongue
  - Place tables on trailers
  - Hang signage if weather permits
- **Rinsing Station** Typically task is set-up by Cave of the Mounds staff
  - Unit is stored at Cave of the Mounds they will pick up too.
  - Set-up this area on the west side of the ball diamond in left field. Materials needed hoses (3), troughs and rinsing mechanism.
  - set-up multiple hoses. The start of the hose is in the scoring building, run along fence, stick in lower portion of fence and run to troughs. Hook up at mechanism. Test to make sure water is flowing through properly.
- **Ticket Area:** This area gets set-up day of. Items needed tables, signage, liquor license, zip ties, pens & markers, ATM, Wristbands, glassware, old glassware, scissors, order print out, signage, first aid kit, money, sponsor banner, key from Village, clipboards
- **VIP (items needed)**
  - If weather permits place pallet furniture, tables, pub tables
  - Make sure VIP items from distributors get returned to the representative brewer after the festival)

**Distribute money to all areas (this task is done by Chamber staff or Committee Task leader)**

### Day of Set-up

Materials needed bucket, water, large rags, soap, zip ties,

- Troubleshoot minor issues, for example, escorting brewers and volunteers to their task captain.

- **Beer Tent/Brewer Area Task Captain Jaye Clemmons**
    - Wipe down tables if needed
    - Redistribute picnic tables if needed
    - Place garbage receptacles near the food area.
    - Collect Invoice if they have it
    - **Brewers needs**
      - Brewers will set-up themselves. Rough layout will be provided. Guide brewers and vendor vehicles for smooth traffic flow. Get them in and unloaded as quickly as possible and make sure they have all of their needs (see check list) A map will be provided to the vendors in advance to assist.
        - Check in – You will be provided a check list of all brewers and vendors. Check them in and get an inventory of the beers they brought. Collect an invoice if they have one of the beers they brought.
        - Provide them with enough ice (3 20# bags)
          - Some brewers may need more and some may need less
          - Typically we assist them by getting the ice to them
          - Ice is located in the Ice trailer outside of the ball diamond on the first base side. There should be a hand truck there for use.
          - Important to keep the brewers happy with also keeping own ice distribution even to the brewers if needed.
        - Two taster glasses (can redeem using tickets sent to them via email)
- **Food/Other Vendors Task Captain Angela Cotey/Bill Faltz** (map, check list of vendors)
  - Vendors will set-up themselves. Use map as guideline for assignments. Guide vendor vehicles for smooth traffic flow. Get them in and unloaded as quickly as possible.
    - Check in – You will be provided a Check list of all vendors.
    - They get new 2 current year glasses
    - Over-indulgence will permanently remove a vendor from the TTBF in future years.
- **Merchandise Task Leader: Julie Bergey** (items needed: display mechanisms, tables, pens, t-shirts, tumblers, onesies, hangers signage, price lists, money, pretzel necklaces, other items for sale)
  - Set-up tent 10x20 tent for merchandise
  - Set-up tables for good buying flow
  - Affix or hang merchandise in an ascetically pleasing manner that is pleasing to the customer
  - Hang Signage
  - Sell merchandise. Credit Cards will be accepted.
  - Keep area tidy and all merchandise organized.
  - When volunteers settled get money back from Committee Chair or Executive Director
- **Masskrugstemmen** (Masskrugstemmen Viking hat, crappy beer, beer steins, sponsor signage, some prize collection)
  - Hang signage if it isn't set up
  - Place beer steins on tables
  - Make beer/water concoction and fill steins
  - Arrange for prize area
  - Get sign-up sheets
- **Rinsing Station**
  - Make sure water is turned by the time tasting begins around 11:45am
- **Ticket Area** this area gets set-up day of. items needed tables, signage, liquor license
  - Break tents up into two areas across from each other.
  - Set-up tents
  - Hang signage if it isn't set up
  - Transport boxes of glassware and distribute. Volunteers and Brewers get old glassware.
  - Post liquor license
  - When Volunteers are at their station get money from Committee Chair or Executive Director
  - Program/Tasting list

- For Will Call Admission at 1pm
  - Person will be requested to present their ticket/confirmation via paper or electronic to be scanned
  - If person doesn't have actual ticket, check print out list of all orders and scan QR code on printout
  - Show their ID
  - Once ticket is presented, give them a G.A. wrist band and glassware then point out the list of beers. Remind them of online voting.
- Need tickets Admission at 1pm
  - Once payment is received, give them a G.A. wrist band and glassware then point out the list of beers. Remind them of online voting
  - Can accept credit cards using credit card swipers
- VIP Admission at noon \$80
  - Can sell VIP ticket if not sold out
  - Person will be requested to present their ticket/confirmation via paper or electronic to be scanned
  - If person doesn't have actual ticket, check print out list of all orders and scan QR code
  - Show their ID
  - Once ticket is presented, give them a lanyard and pretzel necklace. Give them the glassware and all of the bells and whistles that come with VIP. Point out the list of beers and list of VIP Brewers and their beers. Let them know about pizza delivery and online voting.
    - Items that VIPs get
      - Lanyard
      - Regular tasting glass
      - Large Glass
      - E&S coozie
      - Tell them about the food, special bathrooms, lounge area
  - Admission Price reduction begin after 3pm. Absolutely No discounts before 3pm.
    - Gate Ticket Price is normally \$50
    - At 3:30pm - \$40
    - At 4pm - \$25
- **VIP (items needed)**
  - If weather permits, pallet furniture, pub tables, pull out soft goods: Troll pillows, bags game, moving blankets, umbrellas from distributors, anything additional,)
  - Set-up furniture.

### **During the show**

#### **Greeter - Opener**

Greet the patrons! Set the atmosphere for them. Entrance gate volunteers make sure that only ticket holders of legal age are admitted, and that the process is smooth, cordial, quick and free of frustration.

**Sample greeting:** *Hi, welcome to Mount Horeb and the Thirsty Troll Brew Fest! It's been 17 years we're glad that you are still Thirsty. We have about 30 brewers excited to have you sample their beers. After you sampled them all be sure to go online and vote for your favorite brewer. Cheers to 17 Years!*

#### **Greeter - Close**

Thank patrons for coming! Ask them to finish up their beverages before they exit and remind them of next year's festival date.

**Sample close:** *Are you still Thirsty? We hope you were able to sample all of the beverages. Join us next year for an even Thirstier Brew Fest on September 12, 2020.*

#### **Band/Entertainment/Masskrugstemmen**

- Set-up trailers near the entertainment tent
- Hang all banners

- Place plywood down on grass under tent for a level surface for band performances Plywood is located on the Brew Fest Grounds.

### **Other Tasks you may be asked to do**

- Take photos of the Brew Fest and activities surrounding the Brew Fest in general
- You may be asked to move to a different area than you may have signed up for based on need and availability.
- Take photos of volunteers, guests, Masskrugstemmen and Brewers
- Escort Jorgen the Troll around and take photos of guests with Jorgen
- Award the Best Beer of the Festival

### **Teardown**

- Give all cash boxes/bags to the Executive Director/Team Leader/Committee Chair.
- Make sure VIP items from distributors get returned to the representative brewer after the festival
- Take down tents and pack up.
- Pick up plywood and move to fence line
- All items will be returned to the Chamber Office or Storage Unit
- Take items back to the Welcome Center or the Chamber Storage unit – Valley View Stor-All on Blue Mounds Road down from Grundahl Park.
- Clean-up park
  - Comb for any broken glassware
  - Pick up cigarette butts and other garbage that is not biodegradable
  - Return moving blankets from Viking Plaza

**Have fun and thanks again for volunteering!**