



**Beer Garden Participation**  
**Saturday, February 8, 2020 • 6pm-9pm**  
**Esplanade Park**

On behalf of Riverwalk Fort Lauderdale, I would like to invite you and your company to participate in Riverwalk's first ever *New River Fest Beer Garden*. The goal of the event is to bring residents, businesses and visitors together for an evening under the stars with live music and fire elements along Fort Lauderdale's iconic New River while raising funds for the Riverwalk Fort Lauderdale. Riverwalk Fort Lauderdale is a 501(c)(3) organization responsible for activating, beautifying and making the Riverwalk Linear Park and the Riverwalk District a place to work, live and visit.

If you agree to participate, Riverwalk will provide you with:

- Logo placed on thousands of flyers distributed throughout South Florida
- Logo placed on [www.goriverwalk.com](http://www.goriverwalk.com) event page
- Logo included in posts on Facebook event page and other social media platforms
- Your company logo will be placed on an event banner
- Featured area at event to promote your business and serve your product with a 6 ft. covered table and two chairs
- Space in featured area for one banner to be hung at event
- Name and/or logo on post-event Exclusives in *Go Riverwalk* magazine
- Ice to keep your product cold

In return, Beer Garden Participants agree to:

- Setup by 5pm in featured area (Riverwalk staff will direct you to your area upon arrival)
- Provide sample pours for 200 Beer Garden guests for the entire duration of the event (6pm-9pm)
- Bring a branded Banner and/or Tent for featured area to promote your product/business
- Complete your breakdown by 9:30pm

Sincerely,

*Maureen Potter*

Event Manager  
Riverwalk Fort Lauderdale, Inc.

For questions, please call (954) 468-1541 x 204 or email [Maureen@GoRiverwalk.com](mailto:Maureen@GoRiverwalk.com).

