

## Beer Service for St. Patrick's Day 5K | Sunday, March 12, 2017 | Finley Park, 2060 College Avenue

### LOGISTICS OF EVENT BEER SERVICE

- All individuals (whether participating in 5K or not) who plan to consume beer, must obtain beer wristband from ID check tent before receiving beer. Race participants are advised to take care of this before the race begins.
- Non-profit reps & volunteers serve 5K participants their complimentary victory beverage at the Runner Beverage Tents near the finish line in Finley Park. Rec & Parks Department will provide each race finisher a pre-washed mug. Participants have choice of root beer or beer (21+) for their mug. Mark each race bib with marker to signify freebie was received. No race bib, no wristband = NO BEER.
- Spectators or 5K participants wanting beverage refills, may purchase beer and root beer fill-ups at Beverage Sales Tent. (Beverage sale proceeds go to the non-profit.) Non-profit determines their price structure.

### EVENT DAY TIMELINE FOR BEER/ROOT BEER TENTS

**12:30pm:** Arrive for setup

**1:30pm:** Setup complete and ready to roll.

**2:00pm:** ID Check tent opens; Beverage sales open (No victory beverages before completing 5K).

**3:00pm:** Race starts

**3-5:30pm:** Beverage sales continue

**5:30pm:** Event tear-down/ cleanup

### NON-PROFIT BOOTH STAFFING NEEDS FOR EVENT

- (1) non-profit rep onsite for Sales and Runner Beer Beverage Set-up (12:30-2pm)
- (1) nonprofit rep at all times in the ID Check Tent (2pm – 5pm)
- (1) nonprofit rep at all times in the Runner Beer Tent (2:00-4:30pm)
- At all times *only* nonprofit rep(s) in the Beverage Sales Tent (2:00-5pm)
- (2) Beverage Sales tent tear-down/cleanup (5:30-6:30pm)

### WHAT DOES NON-PROFIT NEED TO DO IN ADVANCE OF EVENT

#### Obtain ABC License

- Beginning Feb. 13 and by no later than March 1, complete and submit Form ABC-221, Application for Daily License (Special One-day Event Permit): <https://www.abc.ca.gov/forms/PDFSp.html>
- You are applying for 2 beer dispensing points (fee is \$25/point = \$50 total)
- Must include event diagram (R&P will provide to contact person of non-profit)
- Because this is in a public park, must obtain Police Department approval before submitting form. This may be done by having a police officer sign directly on Form ABC-221.
- Submit Form ABC-221 to local ABC District Office: (50 D Street, Room 130, Santa Rosa)
- Submit copy of License to Nicole before event ([nlowery@srcity.org](mailto:nlowery@srcity.org)); have original on-hand at event.

#### Purchase disposable cups for sales tent

- Cups must be clear or translucent and appropriate for a 10oz – 12oz pour (i.e. 10 - 14 ounces in size and no larger). Runners purchasing a refill already have a 13-ounce glass mug and beer sponsorship requests were also calculated at this size pour. Approx. 500 cups is probably a safe number.
- Affordable online bulk purchase of this size and color available at: [www.webstaurantstore.com](http://www.webstaurantstore.com)