



COMPANY, INCORPORATED
500 LINDEN • FORT COLLINS, COLORADO 80524 USA
(970) 221-0524 • FAX (970) 221-0535
www.newbelgium.com

To: All agencies and committees responsible for activity in Balboa Park

I am writing this letter as an introduction of our traveling festival the "*Tour de Fat*," to your department, and to express our interest in hosting our event this year in San Diego. It is a non-competitive bicycle festival to raise monies for Bicycle-based non-profit groups in each town we travel to. As a city that boasts a growing bicycle culture, and growing daily backlogs to its streets and infrastructure from traffic, we see San Diego as having tremendous potential for our message and our event.

This year we will visit 11 other cities in the western U.S. promoting the same message in each town, and attempting to rally people around the common cause of Sustainable transportation. These cities include San Francisco, Minneapolis, Seattle, Portland, Boise, Chicago, Ft Collins, Denver, Tempe, and Austin. This year we would be grateful for an opportunity to collaborate with the city of San Diego and produce a great event that we can enjoy for years to come. Once we find a city that works for us, our goal is to establish a long lasting relationship that allows for years of successful and mutually beneficial community events that bolster bicycles as viable tools for improving our cities. Over the course of the Last 9 years, the *Tour de Fat* has become an attraction to the host cities, and has raised just over \$1 million for our not-for-profit bicycle charites.

I have attached a copy of a basic description of our event. More information can be found at www.newbelgium.com or www.tour-de-fat.com. Please feel free to reach me at anytime with questions, concerns, or comments. I'll gladly get you any other information that you feel might be helpful.

Cheers,

Michael Craft
New Belgium Brewing Co.
500 Linden St
Ft Collins CO, 80524
970.214.7678



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Proposal for the 2009 Tour de Fat Festival Series “A Ballyhoo of Bikes and Beer”

City: -----San Diego CA
Benefiting Organization: -----San Diego County Bicycle Coalition, San Diego Mountain Bike Association, and the Bike Kitchen of San Diego
Proposed Event Date: -----October 3rd, 2009
Proposed Event Setup:----- October 2nd, 2009
Proposed Event Teardown: ----- October 3rd, 2009
Event Location: ----- Balboa Park, west end between El Prado and Juniper, and 6th and Balboa Dr.
Event Hours: 10:00am—4:00pm for Show. Setup Friday, 8am-5pm. Tear down 4pm-10pm
Expected Attendance: ----- 2000 people

Contact information:

Fort Collins: Michael Craft w/New Belgium Brewing Company
Cell: 970-231-1777, *Office:* 970-221-0524
E-mail: mcraft@newbelgium.com

Thank you for taking the time to read about the Tour de Fat. Below you will find a brief description of all the elements of our event. Should you have any questions regarding this event, please feel free to call/email us with questions or concerns.

Background of Tour de Fat

Hoping to share the bike culture of Fort Collins CO, New Belgium Brewing Company developed the Tour de Fat Festival. In the year 2000, we set forth our pilgrimage journey to raise awareness and funds for local cycling organizations around the west. Since then, we have conducted 70 festivals and raised over \$1 Million for 47 different non-profit groups. It has taken time to build the event...last year was the best yet, raising over \$257,000.

The bicycle plays an integral piece in the life of New Belgium Brewing Company and it's 320 employee owners. Cyclists in the 20 states where we sell our beer have championed fat Tire

Amber Ale, and so the Tour de Fat Festival celebrates Bicycles of all kinds with the communities we visit. New Belgium also takes a great deal of pride in our ability to operate as an environmentally sustainable company, and aside from a good time, this event is also our springboard to promote bicycles as accessible and beneficial environmental activism in communities everywhere.

Tour de Fat's Mission

Our goal is to plan with local communities a fun, green, and enlightening event that assembles and celebrates the multiple facets and subcultures of cycling while earning revenue for Non-Profits who promote cycling as environmentally sound and sustainable transportation.

To Accomplish our Mission we:

- Help festival attendees discover the history and industry of both craft brewing and the bicycle.
- Encourage alternative transportation and provide everyday life alternative commuting solutions for festival attendees.
- Foster authentic relationships within the local communities where NBB distributes its product.
- Provide free public outreach opportunities for environmental, cycling, and social non-profit organizations.
- Offer creative fun for our consumers based around the joys of biking.
- Collaborate with our distributors in order to maximize our brand's potential.
- Operate a green festival in which every effort is made to provide alternative energies to power the festival's needs while composting/recycling all festival by-products.

Components of the Tour de Fat Events

Morning Bicycle Ride

The morning group fun ride has proven to be a successful component for the Tour de Fat. The ride is non-competitive and is planned in conjunction with a local cycling non-profit organization. In each town, we encourage attendees to arrive in costume, or decorated bike for a slow-moving bike parade to the center of town. The ride is lead from and returns to the festival venue. The cost of the ride for each rider is free, but we encourage a \$5 donation for the organization in charge of planning the ride. The police and transportation departments are notified of proposed rides and riders must follow guidelines specific to each department/city. Ride participants vary in number depending upon city. The estimated number of riders we anticipate for this event is 500-800.

Food

We invite local food vendors to sell food the day of the event. Two or three vendors are usually the limit depending upon city. All vendors must obtain the appropriate permits through the health department in order to sell food at the festival. All vendors are encouraged to donate a percentage of profits to their charity of choice.

Beer

Beer is sold at each Tour de Fat festival. All beer is the product of New Belgium Brewing Company. Brands of beer to be sold are Fat Tire Amber Ale, Sunshine Wheat, Blue Paddle

Pilsner, and 1554 Black Ale. All brews do not exceed 6% alcohol. Our local wholesale distribution company will provide Beer delivery, and all dispensing equipment. All beer is sold to the primary non-profit who then sells the beer to festival attendees. The primary non-profit retains all proceeds from beer sales. This is the primary source of income for non-profits.

Live Entertainment

Live music/entertainment is another attraction at the Tour de Fat event. In each city, we bring in two bands and two sideshow type carnival groups. Our goal is to not only provide attendees with basic entertainment but also showcase the talents of Jugglers, Clowns, Bike riders, and Balloon artists. All forms of entertainment are family oriented, and encourage festival attendees to participate.

Merchandise/Sponsorships

New Belgium Brewing Company hats/messenger bags/shirts/Frisbees/posters/bike jerseys/and bike socks are sold at the event. We invite a secondary non-profit organization to sell our merchandise. The secondary non-profit retains 50% of all sales. Aside from this booth and the beer tent, we do not sell vendor spaces, nor do we sell additional sponsorships. We try to keep the event from feeling like a tradeshow or a typical street fair, and by eliminating the extra booths, we allow some protection for attendees to enjoy the show and not feel like they have to spend the day fending off vendors and ad messages.

Other Fun

At each Tour de Fat, we want people to engage in the show. Above and beyond our morning ride, we will host a number of activities that encourage attendees to cut loose, and improve skill sets that have no "Real World" value, but do enrich the event experience. One attraction is the Slow Ride, where participants are challenged to ride as slow as they can without coming off their bikes over a 30-foot length. A costume contest/vintage bicycle show also draws lots of attention. Juggling, uni-cycling, tightrope walking and other basic circus skills will also be taught to all willing students.

Education

Non-profits are encouraged to set-up information booths about the local events and issues in each town we visit. The invited non-profits are of environmental, cycling, and social origin. The festival attendee will learn about the history and future of cycling globally and locally, as well as the different issues facing their city.

Also, local classic bicycle collectors are encouraged to bring their rare and unusual bikes to the event for festival attendees to see.

Non-profit Opportunities

Two classes of non-profits are invited to the event: 1) The Primary non-profit sells the beer and retains beer proceeds. They are also responsible for attaining state and city permits, ID checking, wrist-banding attendees, and responsible service. 2) Two secondary non-profits opportunities are available at the event: One non-profit to sell New Belgium merchandise and retain 50% of gross sales, and another organization to plan the morning rides and retain morning ride proceeds. New Belgium will also provide experience, coaching, and TIPS classes for NPO volunteers.

Security

New Belgium hires either off duty police officers or private security at each event. Security specifications are dependent upon the requirements of the state and local government in each

city. Over 21 festival attendees are identified by showing valid ID and are marked with wristbands to signify beer-drinking privileges. Beer is not sold to anyone showing visual signs of intoxication. Security is present at identification and beer ticket sales booth as well as inside the beer-garden. New Belgium Brewing Company and the associating non-profit organizations will meet all required security considerations. **Safety is our number one concern! We understand that the future of our festival lies in our ability to safely promote and conduct all Tour de Fat activities.**

Insurance

New Belgium Brewing Company insures all participating parties involved in the Tour de Fat. New Belgium will provide certificate of insurance matching requirements made by that of the city or other participating organizations.

Marketing the Tour de Fat

Media partners include local newspaper and Non-Profit radio. Tour de Fat ads are placed in local alternative newspapers to run the 3 weeks prior each event. Running full-page color ads in, Outdoor Magazine, Rolling Stone, Bike Magazine, Bicycling Magazine, Utne Reader and Climbing magazines will also launch our national ad campaign. We usually work with public/non-profit radio stations and work out a cross-promotion between our organizations. Tour de Fat posters and flyers are available two months prior to the event and are distributed in bike shops, through other non-profit organizations, community boards, grocery stores, coffee shops, and establishments where New Belgium products are sold.

Rental equipment/Sound

Tents, tables, chairs, portable toilets, barricades, and generators are rented for each Tour de Fat event. Tables do not exceed 50 and tents erected do not exceed 20'x20' feet. Typically, 30 10'x10' tents, 2 20'x20' tents, and similar sized Stage covering are erected at each festival. Sound systems for 2 stages are provided by Sustainable Waves from Austin TX, and are powered completely off the grid from a solar-fueled battery system. Stages are both approximately 20' wide x 32' deep and 4' high once constructed. Both stages are 8' wide trailer stages with 4'x4' sections that complete the build out. Specs on Stage can be provided upon request

Planning, Permitting, Site-planning

All event planning is in conjunction with a professional event planner from New Belgium Brewing Company as well as the lead person of the associating non-profit. All state and city permits are obtained by associated non-profit organization. Permits include the state and city alcohol permit, festival venue permit, and morning bicycle ride permit (if applicable). After the venue permit has been established a festival site plan is created and submitted to the necessary party for approval. A detailed manual is supplied to the non-profit to use as a reference during the planning of the event. Any and all permits/restrictions will be adhered to in order to ensure satisfactory performance by New Belgium for the City.