

# VERITAGE MIAMI

PRESENTED BY  **City National Bank**  
Bci FINANCIAL GROUP

Greetings! We are gearing up for **VeritageMiami's Craft Beer Tasting**. The tasting will kick off VeritageMiami, a four-day extravaganza which has raised over \$12 million to our Miami-Dade community in the past 20 years and is one that is sure to please our South Florida audience.

As one of our country's most acclaimed breweries/distributors, you are invited to participate in the event, **taking place on October 5, 2016 in Wynwood Walls from 6 to 9 pm**, where guests will "tap in" to some favorite local, national and international beers and food from top local restaurants. All proceeds are to benefit United Way of Miami-Dade.

This will be a young crowd of active professionals who are in touch with South Florida's vibrant dining and cultural scene. We expect an audience of about 1,000 guests at this event. From stouts, to pilsners and pale ales, guests will embark on a delicious discovery that will showcase the best brews and bites while enjoying live entertainment.

To participate, we ask you to provide 3 oz tastings for 1,000 guests, your reps to bring and serve the product at the event, as well as an auction lot donation.

This event provides you with a high visibility location to showcase your brand, a good opportunity for publicity as well as making a powerful statement about your community involvement in South Florida. Participating distributors/breweries will be featured on the event's website as well as pre- and post-event publicity, including a series of press releases. The festival also asks you to help promote the event by adding us to your newsletter, in-store materials and social media updates. We are looking forward to the most successful festival ever and consider your participation in this important event a significant step in achieving that goal.

Space is limited and we have had to close registration early in the past due to reaching the max capacity, so it is very important that you confirm your participation quickly. Should you have any questions, please contact me at [hillj@unitedwaymiami.org](mailto:hillj@unitedwaymiami.org). To sign up, please follow [this link](#). In advance, you have our deepest thanks for considering VeritageMiami as a showcase for your products!

Immediately after confirmation, you will receive a fact sheet on the event that outlines what the festival can provide for each brewery booth setup. This sheet will also list the information we need from you to be added to the tasting booklet given out to guests the day of the tasting.

Best regards,

Janice Hill  
VeritageMiami/United Way of Miami-Dade