



## **EVENT OVERVIEW**

Hosted by the Massachusetts Cheese Guild, a 501 (c)(6) nonprofit organization, this paid ticketed event is open to the public and expected to draw 800 guests. We will also hold several education classes in a separate room within the Armory. Register as a Pairing Partner [here](#).

The Massachusetts Cheese Festival will feature at least 15 cheese makers from Massachusetts and their products alongside a group of “Pairing Partners,” including food, beer, hard cider and wine vendors. This will be a family-friendly event.

Only Massachusetts Cheese Guild Artisan and Trade Members can exhibit at the Festival. The Festival’s \$100 registration fee - which will be reimbursed after the event - includes a table, table cover, event website listing, social media sharing, and publicity. If you are not a member of the Guild, the \$100 registration fee will be applied to your membership and not returned. All FOOD vendors will be able to sample and sell your products that pair well with our award-winning cheeses. Our ALCOHOL partners can sample and will have the opportunity to sell for on-site consumption through the Armory bar. If you’re interested in pursuing a permit to sell wine or cider for off-premises consumption, you’ll need to apply with the City of Somerville and begin that process as soon as possible.

Your table can be staffed by two people. More employees are welcome, but they must purchase tickets for the event.

Please share our social media posts and create your own – any social media sharing you do will help sell tickets. Any tickets remaining after online presale will be sold at the door.

We will provide large logo-ed shopping bags to attendees, which will hold Sponsors’ branded items and materials from event sponsors. If you’d like to include promotional materials, please contact us.

## **Event Schedule: Saturday, November 2, 2019**

Note: Load-in must be complete by 9:30 am. Volunteers wearing Festival lanyards will be on hand to help you load in and transport materials so you can move your car to the parking area. We will issue a specific load-in schedule as the event date approaches.

Load-In:	Saturday, November 2	9 am – 9:30 am
Festival:	Session One: Saturday, November 2	10:30 am – 1:00 pm
	Session Two: Saturday, November 2	1:30 pm – 4:00 pm
Breakdown:	Saturday, November 2	4:00 – 5:00 pm

Event Website: [www.macheesefest.org](http://www.macheesefest.org)

**Parking:** There is a parking lot directly behind the Armory. We would like to reserve this lot for ticketed attendees. Once exhibitors have unloaded, all vehicles must be moved to a different parking area. Overflow lots are located at 112 Central Street and 75 Belmont Street. Directions are attached.

Sponsorship Opportunities: If you are also interested in becoming a sponsor for this year's Festival, please visit <http://macheesefest.org/index.php/festival-sponsors/> or contact Janet Zwolinski at [janet@macheeseguild.org](mailto:janet@macheeseguild.org).

### **Permitting:**

All Food vendors will need to apply for a Somerville Temporary Food Permit. Permit applications are available at [www.somervillema.gov/isd](http://www.somervillema.gov/isd).

In order to apply, create a login at the City of Somerville site, then select Temporary Food Permit. Applicants need to upload copies of Serv Safe and Allergen certificates as well as local Board of Health licenses where applicable.

### **Terms and Conditions:**

- 1) Vendors agree to conform to all Somerville food and beverage license, Somerville Fire Department, and Commonwealth of Massachusetts Department of Revenue Rules and Regulations.
- 2) All applications for Temporary Food Permits must be filed directly through the City of Somerville's online portal at <http://www.somervillema.gov/isd>
- 3) All booths must display appropriate signage identifying the name of your business.
- 4) Sales of items other than those previously agreed upon by the Massachusetts Cheese Guild are prohibited.
- 5) Each vendor is responsible for selling their own product, making change, and taking credit cards if they choose. Each vendor is responsible for clearing their own area after the event.
- 6) Please remember that the focus of the event is pairing with Massachusetts cheese and each others' products!
- 7) A portion of profits from the event will be donated to a charity such as No Kid Hungry.

### **DIRECTIONS and PARKING:**

From the Armory (191 Highland Ave) to 112 Central Street

1. Turn left out of the Armory parking lot.
2. At the traffic light, turn left onto Central St.
3. Pass two streets on your left (Hudson and Albion)
4. The parking lot will be on your left, just before a small metal bridge.
5. Once inside, you'll see a small sign saying CHA Parking Only – You're in the right place!

From the Armory (191 Highland Ave) to 75 Belmont Street:

1. Turn left out of the Armory parking lot.
2. Take your first right onto Benton Rd.
3. Turn right onto Summer St.
4. Take the first right onto Belmont St.
5. The destination will be on your right (past Bailey Park).
6. Walk down Belmont St and turn right onto Highland to get back to the Armory