

Join Us For
Our 1st Annual



ilani
HOLIDAY
CRAFTS & ALE
FESTIVAL
SIP • SHOP • SAVOR



IN ASSOCIATION WITH POP-LOCAL AND NIGHT MARKET VANCOUVER



FRIDAY, NOVEMBER 10TH
SATURDAY, NOVEMBER 11TH

Featuring

ilani's Spectacular Tree Lighting Ceremony!

100's of Local Craft Artisans!

Over 40 Craft Breweries, Distilleries & Wineries!

Meet Santa Claus and Snap a Pic with Old St. Nick!

See Live Alpacas Dressed Up as Reindeer!

Delicious Foods & Snacks!

**Re-Tails Thrift Store Fashion Show to benefit
Humane Society for Southwest Washington (HSSW)!**

Live Entertainment and more!

LOCAL CRAFT ARTISAN & SHOPPING SECTION OF THE SHOW COMPLIMENTARY ADMISSION

SUPPORT LOCAL BUSINESS, CONNECT WITH THE CREATOR AND MAKE YOUR HOLIDAY SEASON EXTRA SPECIAL WITH GIFTS THAT COME FROM THE VERY HEART OF OUR LOCAL COMMUNITY.

**ADULT BEVERAGE TASTING GARDEN SECTION OF THE SHOW
TICKETS ON SALE FOR TASTING CREDENTIAL at ilaniresort.com**

SIP AND SAMPLE YOUR WAY THROUGH A WIDE ARRAY OF HOLIDAY-INSPIRED ALES FROM SOME OF THE BEST BREWERIES IN SOUTHWEST WASHINGTON AND THE PACIFIC NORTHWEST AND ENJOY HOLIDAY INSPIRED SPIRITS, WINES, & COCKTAILS IN THIS ADULT BEVERAGE GARDEN!

ilaniresort.com



An ilani signature event co-produced in partnership by 360° Marketing & Events



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WELCOME TO ilani's 1ST ANNUAL HOLIDAY CRAFTS & ALE FESTIVAL
FRIDAY, NOVEMBER 10TH & SATURDAY, NOVEMBER 11TH, 2023!
SIP, SHOP & SAVOR!

Kick-start your holiday season and come celebrate with us at ilani's Holiday Crafts & Ale Festival! Enjoy craft beers and spirits, wines, cocktails, delectable food, festive activities, live music, and shop from a large array of local artisans and vendors and a fashion show from Clark County's favorite store, Re-Tails to benefit the Humane Society for Southwest Washington (HSSW).

Join us as we celebrate the craftsmanship and creativity of our local artisans and makers. Get ready to be captivated by unique, hand-crafted treasures that make for perfect holiday gifts. From intricately designed jewelry to cutting boards and Pacific Northwest-inspired apparel, each product tells a story and embodies the spirit of the holidays. You'll have the chance to meet the talented individuals behind these one-of-a-kind creations, adding a meaningful touch to your holiday shopping. Join us in supporting our local community and make this holiday season special with gifts from our very own neighborhood.

Held in association with Pop-Local and Night Market Vancouver, our artisan market will showcase 80-100 talented local vendors. Make this holiday season truly special with gifts that come from our very own neighborhood.



◆ **ABOUT ilani & ilani RESORT HOTEL**

ilani was developed by the Cowlitz Tribe and Salishan Mohegan and is the Pacific Northwest's premier gaming, dining, entertainment, and meeting destination. So come join us and see for yourself why ilani has been voted best casino in PNW for 7 years in a row!

◆ **DINING & SHOPPING**

Choose your dining and shopping experiences at ilani! Fine dining, casual dining, a bar top or a quick bite – whatever you crave, you'll have plenty of options to tempt your palate!

- Chef Jet
- Starbucks Coffee
- i.talia pizzeria
- Line & Lure
- Longhouse
- Michael Jordan's Steak House
- Bella Vista
- Smashburger
- Taco Cantina
- Tom's Urban
- Ruby Blue
- Bamboo 8
- The Stadium Sports Bar & Grill
- Cowlitz Trading Post

Shopping experiences to enjoy include:

- Cowlitz Trading Post
- Marshall Rousso
- ilani Resort Hotel Boutique



◆ **HOST HOTEL**

The brand new state-of-the-art glass ilani Resort Hotel offers four-diamond level guest service, luxurious amenities including beautiful rooms and suites, an indoor-outdoor pool experience, and features Bella Vista, our new signature top-floor restaurant with breath-taking views spanning the beautiful Cascade Mountains to the foothills of the Coast Range.

◆ **ABOUT RIDGEFIELD & METRO PDX | GETTING HERE**

Located in Southwest Washington, Ridgefield is located along the I-5 Discovery Corridor, just 20 minutes north of Portland, Oregon, and 2.5 hours south of Seattle, WA. Ridgefield is nestled amidst the pastoral, rolling hills countryside of northern Clark County and offers the best small community living. Located near the bustling waterfront area of Vancouver, WA, plus all the perks of proximity to metro Portland, OR, including its burgeoning world-class food scene, expansive parks & water access, theater, ballet, professional sports events & more!





◆ SCHEDULE OF EVENTS ◆

Kick-start your holiday season and come celebrate with us at ilani's Holiday Crafts & Ale Festival! Enjoy craft beers and spirits, wines, cocktails, delectable food, festive activities, live music, and shop from a large array of local artisans and vendors.

FRIDAY, NOVEMBER 10, 2023



ilani's HOLIDAY CRAFTS & ALE FESTIVAL
IN ASSOCIATION WITH POP-LOCAL AND NIGHT MARKET VANCOUVER
SESSION 1 (COWLITZ BALLROOM)
6:00PM-10:00PM



It's that time of year again! Enter the doors of the Cowlitz Ballroom and transport yourself into a Holiday Wonderland of shopping from over 80 local artisans, outstanding national and local craft beers, spirits, ciders, cocktails, indulge in delectable food offerings and meet Santa Claus who has landed in this Wonderland to spread some festive cheer so don't miss your chance to meet him! Support local businesses, connect with the creators, and make your holiday season extra special with gifts that come from the very heart of our local community.



FRIDAY, NOVEMBER 10, 2023

ilani's SPECTACULAR TREE LIGHTING CEREMONY
(OUTSIDE THE HOTEL PORTICA)
6:00PM-7:00PM

Join us for a merry and bright kick-off to the holidays! Visit with Santa, sing with Carolers and enjoy complimentary cookies and cocoa.

SATURDAY, NOVEMBER 11, 2023

ilani's HOLIDAY CRAFTS & ALE FESTIVAL
SESSION 2 - DAYTIME 12:00PM - 4:00PM (COWLITZ BALLROOM)



ilani's HOLIDAY CRAFTS & ALE FESTIVAL
IN ASSOCIATION WITH POP-LOCAL AND NIGHT MARKET VANCOUVER
SESSION 3 - EVENING 5:00PM - 9:00PM (COWLITZ BALLROOM)



LOCAL CRAFT ARTISAN & SHOPPING SECTION OF THE SHOW COMPLIMENTARY ADMISSION

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◆ OFFICIAL WEBSITE

Be sure to follow us on our website, ilaniresort.com, and across all social media platforms! ilaniresort.com is the official portal for all show information, ticket sales, and so much more. The website will feature frequent updates on events, and participating sponsors and exhibitors.



◆ THE SHOW LOCATION AT ilani



◆ SPONSORSHIP OPPORTUNITIES

Partner with us! We have many levels and opportunities available – or let us create one especially for you! Sponsors receive exposure during all aspects of the event, including across ilani social media channels and web advertising opportunities; valuable opportunities to sponsor specific key and other locations and spaces, signage at key and other access areas; main stage etc; program offerings and special events, product placement and/or merchandise; logo and website link on sponsor pages at www.ilaniresort.com. Please ask a member of our team for more information or send an email to us today at info@360mande.com.

SPONSORSHIP OPPORTUNITIES - EXAMPLES

- Presenting Sponsor
- Official Sponsor in Your Category
- Premier Partner Sponsor
- Partner Sponsor
- Specialty Sponsor
- Associate Sponsor
- Media Sponsor
- Music Sponsor
- Games Sponsor

As a sponsor you will receive your logo and website link on all sponsor pages of www.ilaniresort.com. In addition to that, other web advertising opportunities are available. Please ask your sales representative for more information or send an email to info@360mande.com.

◆ FUNDRAISER FOR CHARITIES AND NON-PROFITS

The ilani Holiday Crafts & Ale Festival will benefit a number of charities and non-profits to be identified by ilani, including the Ridgefield Lions Club. See the official website for updates.



◆ PARTNER WITH US

ilani, its media agencies and 360° M&E will collaborate with a multi-media approach along with media sponsors and supporters, many of whom return and participate at multiple events throughout the year. From grand tastings, product launches, and activations, to intimate dinners, we create unique experiences and fun, thoughtful, and creative integration opportunities for our corporate and local partners.

◆ MARKETING OPPORTUNITIES

Partnering with us at an ilani Signature Event presents special opportunities to showcase your company alongside premier national and “up and coming” regional culinary talent, to connect and network with other food, wine, beer, spirits, and other brands from around the U.S. and throughout SW Washington, and to have fun doing it!

Multiple valuable opportunities exist to create one-of-a-kind sponsor-specific special events, merchandise, and other specialty integrations and promotions. Attaching your identity to the marketing and public relations campaign ensures you will receive exposure during all aspects of the event, during, leading up to the event and afterwards, talent integration opportunities such as social media exposure, customized exhibitor spaces located throughout ilani’s beautiful campus, at ilani’s state-of-the-art luxurious hotel, or award-winning rooftop spaces and more.

◆ BLENDED MULTI-MEDIA STRATEGY– MEDIA SPONSORS & SUPPORTING MEDIA PARTNERS

ilani’s incredible team has brought together the most powerful media outlets in Washington and Oregon, connecting throughout the Washington/Portland/Seattle Metro and neighboring areas to capture current and prospective guests, representing a diverse range of foodies, beer, wine and spirits enthusiasts and aficionados, live music and entertainment fans, and others.

- Extensive and vigorous marketing and public relations campaign throughout the Washington and PDX metro areas and beyond
- Incorporates a combination of paid media, ticket trade & promotions that also support and increase overall promotional exposure value
- Targeted digital campaigns placed with media sponsors, print, radio, TV, social media internet before, during, onsite and following the event
- Enhanced advertising campaign by ilani includes event listings on ilani-owned channels and promotion through existing schedules dedicated to brand messaging and numerous interviews with regional press coordinated with exhibiting participants, celebrities, others
- Logo and website link placement on all sponsor pages
- Past partnerships have included: KOIN, iHeart Radio, The Oregonian, others.

◆ THE PRODUCERS – ABOUT 360° MARKETING & EVENTS, LLC



Michael Guinan, Principal. 360° Marketing is honored to partner with ilani-on-ilani Signature Events & Festivals and is proud to return as producing partner with ilani. Michael Guinan has over 30 years of experience creating and executing fun events and festivals throughout the country, for organizations large and small, and events of all sizes and budgets. From event creation, logistics and ticketing to your sponsorship marketing, media planning needs, and more, we collaborate with you and provide full-service marketing solutions so that you achieve your event goals and maximize your exposure with measurable results. Michael and his team have produced numerous

world-class events over the years such as the Sun WineFest for Mohegan Sun, Fork & The Cork for Mohegan Sun Pocono Downs, The Lego Kids Fest, The Newport WineFest, Expressions On Ice, and the CT Wine & Food Fest. Our most recent events include ilani Tacos & Tequila Fest (2023); ilani BBQ Fest (2023, 2022); ilani BrewFest (2020, 2022, 2023); ilani Wine & Food Fest (2019, 2021, 2022, 2023), Toast Nashville (2023); Savor Newport: A Waterfront Wine & Food Festival (Newport, RI, September 2021); Grand Opening ilani Parking Structure featuring Mario Andretti replica cars constructed in edible cake (600 lbs!), garnering two Guinness World Records in the process.

◆ CONTACT INFORMATION

For sponsorship, advertising, exhibitor, vendor, competitor and/or further information, contact us today: info@360mande.com

Michael Guinan, Principal | C: 860-985-0087 | mguinan@360mande.com

Diane Mancini, Director Of Operations | C: 860-985-5515 | dmancini@360mande.com

Liza Ballantine, Festivals Director | C: 917-257-3762 | liza@360mande.com

Cheyney Barrieau, Talent & Hospitality Director | C: 860-306-5684 | cbarrieau@360mande.com

Jessica Lee, Sr. Account Executive | C: 860-490-6376 | jlee@360mande.com

Kate Dawes, Creative Services | kdawes@360mande.com

Vince Berkun | Director Websites, Information Technology & Ecommerce

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◆ ilani SIGNATURE EVENTS RECAP VIDEOS ◆



ilani Wine & Food Fest 2021
 Recap Video

ilani Wine & Food Fest 2019
 Recap Video



ilani BrewFest 2022
 Recap Video

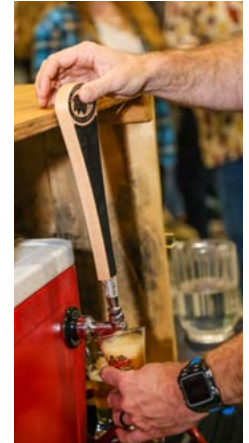
ilani BrewFest 2020
 Recap Video



ilani BBQ Fest 2022
 Recap Video Link:
<https://we.tl/t-sl2LTGNF9S>



◆ ilani SIGNATURE EVENTS PHOTO GALLERY ◆





**JOIN US FOR ilani's 1ST ANNUAL HOLIDAY CRAFTS & ALE FESTIVAL
FRIDAY, NOVEMBER 10TH - SATURDAY, NOVEMBER 11TH, 2023**

ALCOHOL EXHIBITOR PRICING & BENEFITS

**All Alcohol Pavilions & Standard Table Booths Are Located
in the Cowlitz Ballroom in the Meeting & Entertainment Center.
SAVE \$100 WITH AN EARLY REGISTRATION FOR ALCOHOL VENDORS
AND SAVE \$50 WITH EARLY REGISTRATION FOR LIFESTYLE VENDORS
EARLY REGISTRATION BY OCTOBER 20, 2023**

REGULAR REGISTRATION FIRM DEADLINE IS NOVEMBER 3, 2023

SAVE AN ADDITIONAL \$50 IF YOU WILL BE PROVIDING POURERS/BRAND AMBASSADORS AT YOUR BOOTH.

**ALL ALCOHOL PAVILIONS & TABLE BOOTHS
INCLUDE**

- Ice, Bus Tubs, Rinse Buckets, & Cleaning Services
- Standard Electric if requested - VERY LIMITED - first-come, first-served
- Special Event Ticket Discount, pending availability
- Preferred Hotel Exhibitor Rate at Official Hotel, pending availability; first-come, first-served
- Option to Bring Own Branded Tenting, per the terms of each agreement, including but not limited to prior approval required regarding size and method of weights to tie/hold tenting in place; ilani and 360° Marketing & Events, LLC, may determine the use of ilani provided tenting, and at no additional cost to the exhibitor.

IMPORTANT ALCOHOL-RELATED SHOW GUIDELINES

ilani PURCHASES ALL QUANTITIES OF ALCOHOL RELATED PRODUCTS that will be sampled in your exhibit space. All alcohol for the event will be purchased by ilani from licensed manufacturers and distributors and for the entirety of the show. No alcohol will be donated. No alcohol will be sold below cost. There will be no exclusive distributor or supplier for the Event. Ilani reserves the right to return unopened products. ilani will ensure no sales or service of alcohol will be made to persons under 21 years of age and intoxicated persons through the use of wristbands or similar devices. Disorderly conduct will not be tolerated.

**WHO MAY POUR
ALL MAST-CERTIFIED VENDOR EXHIBITORS/BRAND AMBASSADORS ARE NOW ALLOWED TO POUR.**

Pursuant to LCB's Public Tasting Guide, all alcohol MAST-certified vendor exhibitors are allowed to pour their products. We can still provide pouring support upon request and strongly encourage representatives from brands being poured to be onsite as proper educational reps/brand ambassadors.

ALCOHOL EXHIBITORS

Beer, Craft Beer, Ciders, Wine, Seltzers

● **ALCOHOL PAVILION \$550**
\$450 early registration by Oct.20th/\$400 if you provide your brand ambassador to pour at exhibitor space.

INCLUDES

- **Showcase up to SIXTEEN (16) PRODUCTS**
- 10' x 10' Booth with Four (4) x 6 ft. Skirted Tables
- Company Identification Sign
- Four (4) Working Credentials

HOSPITALITY PACKAGE INCLUDES

Friday Evening Session 1 – Four (4) Tickets (value \$100.00)
Saturday, Day Session 2– Four (4) Tickets (value \$100.00)
Saturday, Evening Session 3– Four (4) Tickets (value \$100.00)

TOTAL VALUE \$300.00

● **ALCOHOL STANDARD TABLE BOOTH \$350**
\$250 early registration by Oct.20th/\$200 if you provide your brand ambassador to pour at your table.

INCLUDES

- **Showcase up to FOUR (4) PRODUCTS**
- 8' x 8' Table Booth with One (1) x 6 ft. Skirted Table
- Company Identification Sign
- Two (2) Working Credentials

HOSPITALITY PACKAGE INCLUDES

Friday Evening Session 1 – Two (2) Tickets (value \$50.00)
Saturday, Day Session 2– Two (2) Tickets (value \$50.00)
Saturday, Evening Session 3– Two (2) Tickets (value \$50.00)

TOTAL VALUE \$150.00



FOOD EXHIBITORS

RESTAURANTS - CATERING - SPECIALTY FOOD VENDORS

● FOOD STANDARD TABLE BOOTH

INCLUDES

- **MAY SELL OR SAMPLE UP TO SIX (6) PRODUCTS**
- IF SELLING, Restaurant/Food Truck Etc will receive 80% of all food sales each day; remaining 20% To ilani
- 8' x 8' Table Booth with One (1) x 6 ft. Skirted Table
- Company Identification Sign
- Two (2) Working Credentials

HOSPITALITY PACKAGE INCLUDES

Friday Evening Session 1 – Two (2) Tickets (value \$50.00)
 Saturday, Day Session 2– Two (2) Tickets (value \$50.00)
 Saturday, Evening Session 3– Two (2) Tickets (value \$50.00)

TOTAL VALUE \$150.00

LIFESTYLE EXHIBITORS

NON-ALCOHOL - GOODS & SERVICES MERCHANDISE BRANDING DISPLAYS

● LIFESTYLE STANDARD TABLE BOOTH OPTIONS:

10x10 (8 ft. table) End-Cap/Corner Space
(very limited and on a first-come, first-served basis)

\$250 Registration Fee

10x10 (8 ft. table) Standard Exhibitor Space

\$200 Registration Fee

7 x 6 (6ft table) Standard Exhibitor Space

\$175.00 Registration Fee

7 x 4 (6ft table) Standard Exhibitor Space

\$150.00 Registration Fee

May be located in the Pre-Function entrance/exit space

Additional 8x8 Space - \$100.00

\$50 off registration fee for early registration by Oct. 20th

INCLUDES

- All Table Booths come with 8 ft. or 6ft Skirted Table(s).
- Company Identification Sign
- Two (2) Working Credentials

HOSPITALITY PACKAGE INCLUDES

Friday Evening Session 1 – Two (2) Tickets (value \$50.00)
 Saturday, Day Session 2– Two (2) Tickets (value \$50.00)
 Saturday, Evening Session 3– Two (2) Tickets (value \$50.00)

TOTAL VALUE \$150.00

ALL PAVILIONS & BOOTHS REQUIRE TWO (2) CERTIFICATES OF GENERAL LIABILITY INSURANCE. EACH ONE MUST BE IN THE AMOUNT OF \$1,000,000 / 2,000,000 MINIMUM LIABILITY COVERAGE AND INCLUDE:

- EVENT NAME: ilani Signature Events
- EVENT CALENDAR YEAR: Nov. 10, 2023 – Nov. 10, 2024
- NAME 1: 360° Marketing & Events, LLC, at P.O. Box 422, Westbrook, CT, 06498
- NAME 2: The Cowlitz Tribal Gaming Authority D.B.A. ilani at One Cowlitz Way, Ridgefield, WA, 98642

INSURANCE CERTIFICATES WILL BE GOOD FOR ONE YEAR FROM THE DATE OF THE LAST EVENT YOU SUBMITTED ONE AND WILL COVER ALL ilani SIGNATURE EVENTS FOR THE DURATION OF THE YEAR.

NOTE: PLEASE EMAIL INSURANCE CERTIFICATES BY NOV. 6, 2023 to Diane Mancini at dmancini@360mande and info@360mande.com

*If insurance certificates are not provided accordingly by vendor/exhibitor/sponsor, ilani and 360° Marketing & Events, LLC, reserves the right to deny vendor/exhibitor/sponsor all show participation and exhibiting. Additionally, vendor/exhibitor/sponsor hereby individually and collectively agrees to indemnify and hold harmless ilani, the Cowlitz Tribal Gaming Authority and 360° Marketing & Events, LLC from all liabilities arising from actions or omissions and including injury by any cause and damages of any nature to employee, volunteer, or invitee of vendor/exhibitor/sponsor and/or of ilani, CTGA and 360° Marketing, to the extent permitted by law.

SPONSORSHIPS, TICKETS & HOSPITALITY PACKAGES

We would love to partner with you at ilani Holiday Crafts & Ale Festival 2023 and to create a custom advertising package for your company, brand or products! For more information, or to participate as an exhibitor or sponsor at any of these events, please call or email Michael Guinan at mguinan@360mande.com / 860-985-0087.

We encourage LED battery-operated merchandising and display. Electricity is on a first-come, first-served basis and may incur a fee.