

Proceeds to benefit



# HOCKANUM BREW FEST

An outdoor, springtime craft beer taste-testing experience  
nestled between the Hockanum River and the Hockanum Mill  
in historic Rockville, CT on Saturday, April 21, 2018 from 1 - 4 pm

**Craft Brewery,  
Winery, Distillery,  
and Food Service  
Opportunities**





The Brew Fest craze is coming to historic Rockville, and you can be part of our inaugural event!

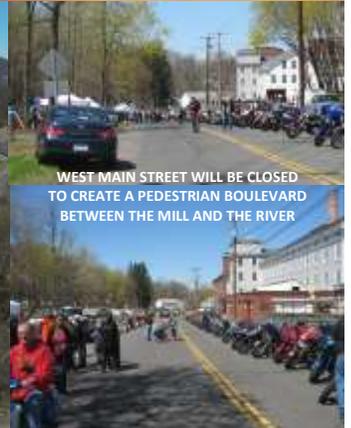


**TALK ABOUT COMMUNITY SPIRIT!**

- Rockville Community Alliance (RCA) is taking the lead in organizing this brew fest.
- Rockville Downtown Association (RDA) is providing valuable seed money and “PR.”
- Rockville Volunteer Services founder Ken Kaplan, who owns the Hockanum Mill, is donating use of his riverfront property.
- Rockville’s American Legion Post 14 is a key beneficiary of 2018 brew fest proceeds.



The sprawling 140,000 square foot, 1800’s Hockanum Mill is the home of Kaplan Cycles, which specializes in restoring and reselling classic motorcycles. The vision also includes a future motorcycle-themed brew-pub, the New England Motorcycle Museum, residential units, and other synergistic mixed-use commercial ventures.



WEST MAIN STREET WILL BE CLOSED TO CREATE A PEDESTRIAN BOULEVARD BETWEEN THE MILL AND THE RIVER

Since the brew fest is new, we don’t have any photos, but the above images were taken during a previous block party

**Historic downtown Rockville, Connecticut is in the midst of a dramatic revival!** From painstakingly restored mills to an eclectic mix of new businesses, new urban hiking trails, new investments in infrastructure and health care, new cultural events and attractions, Rockville hasn’t seen this kind of tangible resurgence of community spirit and economic vitality in decades.

**The first-ever Hockanum Brew Fest on Saturday, April 21 is an opportunity for you to tap into this energy and promote your organization with the general public and enthusiastic, ticket-buying connoisseurs of craft brews.** This festive outdoor celebration will be nestled between the sparkling, flowing Hockanum River to the south and the restored 1800’s Hockanum Mill to the north. West Main Street will be closed to create a secure, restricted Pedestrian Boulevard full of craft brewers, food trucks, live music and displays. A beer garden will be set up in the treed area on the riverside. **Proceeds will go to non-profits, so sign up today!**

# Opportunities for Craft Breweries, Wineries and Distilleries



Our goal for the first-ever Hockanum Brew Fest is to have 25 on-site craft breweries, wineries and distilleries providing samples of their unique creations.

We deliberately scheduled our inaugural Hockanum Brew Fest during a “slower” month—just after major indoor winter brew fests and just before major outdoor summer and fall brew fests in the region.

Since this is our first brew fest, we don’t have a track record in terms of crowd participation. However, our organizing team is *very* experienced in organizing other types of festivals in Rockville over many years.

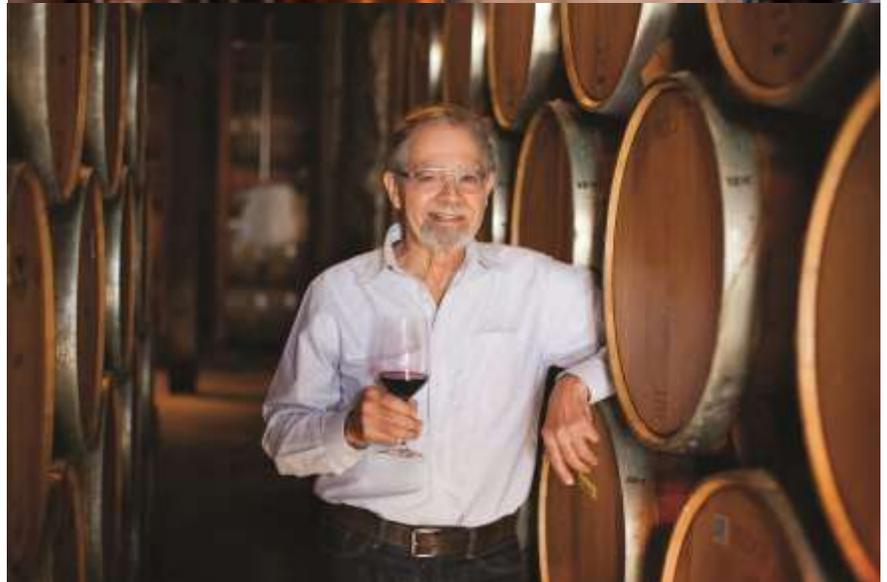
We’ll also be promoting the Hockanum Brew Fest using a variety of traditional and digital communication tools and channels.

Hence, we anticipate that 500, 1000 or more connoisseurs of craft brews will register for our inaugural event.

We’re offering participating presenters complimentary outdoor setup space and a stipend of \$250 to help to defray out of pocket costs.

If you are a craft brewer, winery, or distillery, please contact Tom DiDio, Brewer Relations Manager, at 860.646.5320 or [thomas.didio@snet.net](mailto:thomas.didio@snet.net) today.

Exact placement of presenter displays will be configured by our organizing team as the overall scope and layout of the Pedestrian Boulevard and Riverside Beer Garden take final shape.



# Opportunities for Food Trucks, Restaurants and Snack Stands



Our goal is to have 6-12 food trucks, restaurant and snack stands open during the 2018 Hockanum Brew Fest. There will be a flat fee of \$250 per vendor.

If you are interested, please contact Tom DiDio, Food Service Manager, at 860.646.5320 or [thomas.didio@snet.net](mailto:thomas.didio@snet.net) today.

Exact placement of food service vendors will be configured by our organizing team as the overall scope and layout of the Pedestrian Boulevard and Beer Garden take final shape.



*Special thanks to our veterans, who have sacrificed so much to preserve our freedom to organize and enjoy this festival.*



Saturday, April 21, 2018  
1 - 4 pm  
Hockanum Mill  
200 West Main Street  
Historic Rockville, CT



*Talk about convenient! The new Hockanum Brew Fest will be held just 1.5 miles from I-84 in the Rockville section of Vernon, CT.*

[HockanumBrewFest.com](http://HockanumBrewFest.com)