



May 13, 2011

Dear Vendor (non-food),

The Breckenridge Resort Chamber (BRC) is currently seeking applications from vendors that are interested in participating in **Breckenridge's 17th Annual Oktoberfest**.

This year's Oktoberfest will once again take place in the heart of downtown Breckenridge on September 17th and 18th. The street party will kick off on Saturday morning with the official tapping of the Paulaner Oktoberfest keg, just as they do in Munich, Germany.

Throughout Saturday and Sunday attendees will enjoy libations from Paulaner Bier and the Breckenridge Brewery, live Bavarian music, great food and incredible Colorado Rocky Mountain views from Main Street, Breckenridge. We want to have a full event site, but also manage the vendor variety, quality and quantity. Let's make this the best Oktoberfest sales ever!

The times of the street party are 11 a.m. - 6 p.m. on Saturday, September 17th, and 11 a.m. - 5 p.m. on Sunday, September 18th. In 2007, approximately 22,000 and in 2008, approximately 29,000 people joined in Breckenridge's Oktoberfest celebration. In 2009, we maintained the attendance at 29,000 even with Sunday's weather being questionable. 2010 was our biggest year ever with attendance exceeding 40,000.

Interested vendors should complete the attached application and return it to the BRC no later than August 1st. We will gladly accept your application earlier too. The BRC will notify all accepted vendors by August 8th. Please note that all Oktoberfest vendors must be BRC Members. For information on membership, please visit www.gobreck.com/members.

Please send completed applications to the Breckenridge Resort Chamber Events Department:

Mail: Sandy Metzger
Breckenridge Resort Chamber
PO Box 1909
Breckenridge, CO 80424

Fax: 970-453-7238, Attn. Sandy Metzger

Email your scanned application to smetzger@gobreck.com

Drop off at the BRC offices at 111 Ski Hill Road.

We look forward to hearing from you,

A handwritten signature in black ink that reads "Heidi DeWitt".

Heidi DeWitt
BRC Events Coordinator
970-453-5055
hdewitt@gobreck.com

A handwritten signature in black ink that reads "Sandy C. Metzger".

Sandy C. Metzger
BRC Events Director
970-453-5074
smetzger@gobreck.com