



Saturday, June 8, 2019 1-5 pm

La Cosecha Sacramento, Cesar Chavez Plaza  
917 9th Street, Sacramento, CA

Fire, Smoke and Legend will take you on a journey of passion and history, spirit and myth, artistry and magic. It will return you to a time when superstition and reality were one; when we were ruled by the seasons and feared the Gods. A time when ritual protected us from harm while four-hundred drunken rabbit Gods cavorted in the thirteen Heavens and Metztli delivered Luna each night to light the dark sky. It combines the joy of Mexican Plazas with delicious street food and the beautiful elixirs of true México.

*It's time to bring Mezcal, Tequila, Sotol, Bacanora, Raicilla and other Mexican spirits to Sacramento and YOU play an essential role!*

We invite you to participate in this legendary event, which includes at least 50 Spirit vendors providing tastings, Mexican street food to please an Aztec God, live music and events

For each vendor, we'll provide:

6' Table

Linens

Promotion! Send us your logo and up to 250 words about your brand or restaurant (**logos due ASAP**)

We want your professional quality photos depicting the way of life that embraces Fire, Smoke & Legend

We'll be promoting via our website, social media, posters, advertisements and more. Please feel free to promote the event to your own friends and followers!

More details:

Please arrive at 9:30. Set up from 9:30-noon before the event

Spirit vendors are encouraged to create cocktails in addition to tastings

We'll sell tickets online prior to the event

**Non-alcohol** product sales are fine – bring your t-shirts, hats and other branded items to sell

There's no Fee or Payment from La Cosecha

Tastings are limited to ¼ oz; 3oz per vendor. Please supply small plastic tasting cups appropriate to the event.

Free admission for you and one additional person (please send names to us of your attendees)

Vendors agree to abide by any and all Alcoholic Beverage Control rules and regulations

Send logo & description to [Phyllis@InnovateBusinessMarketing.com](mailto:Phyllis@InnovateBusinessMarketing.com)

Questions? [Frederika@InnovateBusinessMarketing.com](mailto:Frederika@InnovateBusinessMarketing.com)

YES! I Can't Wait, I'll be there! My Name \_\_\_\_\_

My Contact Info \_\_\_\_\_

Brands I'll bring: \_\_\_\_\_

If more than one, how many tables would you like? \_\_\_\_\_

I want more information! Send to: \_\_\_\_\_ Sorry, I can't attend this time \_\_\_\_\_

**Please sign, print (or scan):** \_\_\_\_\_

**Send to:** Innovate Business Marketing, 202 Providence Mine Ste 103E, Nevada City, CA 95959

**Email to:** [innovate@lacosechasacramento.com](mailto:innovate@lacosechasacramento.com)

