



**VENDOR  
INFORMATION  
PACK**





# SOWETO BEER FEST

Date: 03 – 05 October 2025

Venue: Soweto Pioneers Cricket Club, Elkah Stadium, Rockville



## SOWETO BEER FESTIVAL OVERVIEW

The Annual Soweto Premier **BEER** and music festival is set to attract a diverse and energetic audience aged 18 to 80 who enjoy live music, local cuisine and local beer.

This is a golden opportunity to showcase your offerings, connect with beer lovers far and wide, and grow your brand in a fun, festive, and high-energy environment. Whether you're pouring pints, serving bites, or selling unique beer-related goodies — we'd love to have you on board.

### Projected Attendance:

10,000 – 12,000 per day. Over 3 days expecting between 30,000 – 36,000 visitors.

### The Soweto Beer Festival times are:

- 3 October 2025 – 12h00-19h00
- 4 October 2025 – 10h00-19h00
- 5 October 2025 – 10h00-19h00





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## FESTIVAL HIGHLIGHTS:

- Expect an electric atmosphere with top MCs and beloved influencers bringing the vibe.
- A dynamic lineup featuring leading local and national bands, artists and DJ's
- Prestigious guest appearances, including well-known MCs and entertainment figures
- Local vendors showcasing products and cuisine, supporting small businesses in Soweto.
- Exciting sponsor activations throughout the festival, providing interactive engagement opportunities for our vendors.

## COMMUNITY CONTRIBUTION

Beyond entertainment, the Annual Soweto Beer Fest is committed to giving back to the community.

- **Support For Local Businesses:** Providing vendor opportunities, to empower small businesses to gain exposure and increase revenue
- **Cricket Development Sponsorship:** A portion of the festival proceeds will be donated to the Soweto Cricket Club to support its seven teams.
- **Bursary Programme:** 2 scholarships will be awarded to promising young cricketers to attend high profile leading cricketing schools, ensuring equal opportunities for future sports stars.

## CURIOUS ABOUT HOW TO HOP ON BOARD?

If you're keen to be part of this thrilling beer-fuelled adventure, we've got all the juicy details waiting for you — from application info to what to expect for this 3-day event.



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## GENERAL VENDOR INFORMATION

### THE VENDOR LOWDOWN

INFORMATION	VENDOR STALL / STAND	FOOD TRUCK	CRAFT VENDORS
Price per stand	Total of R1,500 (ex VAT) for 3-days	Total of R3,000 (ex VAT) for 3-days	Total of R3,000 (ex VAT) per day
Payment Terms	50% upfront. Balance due 30 days prior to event	50% upfront. Balance due 30 days prior to event	50% upfront. Balance due 30 days prior to event
Stand size	3m x 3m	Dimensions required upon application	Dimensions required upon application
Service ticket allocation	4 x entry service tickets for the weekend	4 x entry service tickets for the weekend	4 x entry service tickets for the weekend
Allocated Parking for Vendors	Yes	Yes	Yes
Free Vendor Parking Tickets	Yes – maximum of 2 per vendor	Yes – maximum of 2 per vendor	Yes – maximum of 2 per vendor





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## NEED TO KNOWS

### ALL THE JUICY DETAILS

- Vendors will need to go through an application process and once the application is approved, the organisers will send an invoice where 50% will need to be paid to secure your vendor space.
- Gazebo's will NOT be supplied by the organisers.
- The responsibility lies with the vendor to bring their own gazebo and to ensure that the gazebo's fit in the space allocated and does not overlap into the neighboring space/stand. **No additional space** will be made available on the day as the layout will be finalised.
- All vendors are required to provide their own equipment and infrastructure including but not limited to, gazebo, structures, tables, racks, shelving, seating, etc.
- The organisers reserve the right to remove any vendor should the equipment exceed the stand size allocation of 3m x 3m (NO SITE FEES WILL BE REFUNDED).
- Site layout and stall positions are assessed by the organisers and positions are allocated strategically to ensure that everyone has a fair and equal opportunity to maximise their sales. The allocated stand numbers are final and cannot be changed.
- Once stand fees have been paid-in full, all proceeds made during the weekend, will be for your business. The organisers WILL NOT be taking a percentage of your earnings made during the weekend.
- Due to the size of the venue and the number of patrons, we do allow multiple stalls with similar or identical products. **NO REFUNDS WILL BE GIVEN.**
- Any stock and merchandise belonging to a stall remains the sole responsibility of the vendor/owner and staff. Neither the organisers, venue nor its security will be held liable or responsible for any loss, damage or theft incurred.
- The organisers will provide security for the benefit and safety of all, but it remains the vendor's responsibility to ensure that all merchandise is properly secured, and that no theft occurs from your stall. **NO CLAIMS WILL BE ENTERTAINED** or for merchandise that is confiscated due to safety/acceptability concerns.
- Free secure WiFi Connection will be available for vendors to use for their point-of-sale (POS) units





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## VENDOR SETUP AND BREAKDOWN INFORMATION

### THE FULL BREW-DOWN

- The Vendor setup can start on Wednesday 01 October 2025 from 10h00am.
- All stall and food truck owners must familiarize themselves with their site number and location and provide their site number tag to the organisers' representative when prompted.
- Once the event has officially opened, no vehicles will be allowed to move around on the festival grounds.
- The onus is on the vendors to have their stalls fully equipped for the duration of the day's activities.

Date	Vendors must be operational by:	Gates Open	Breakdown
Friday 03 October 2025	11h30	12h00	19h00
Saturday 04 October 2025	09h30	10h00	19h00
Sunday 05 October 2025	09h30	10h00	19h00

- All stalls and food trucks need to be manned for the entire duration of the festival times until the last activity at 19h00.
- Vendors have until 20h30 to clear the grounds.

## VENDOR ACCESS AND PARKING OF VEHICLES

For setup and breakdown access to a service road will be provided. Vendor owners will be guided to a “drop and go” area, to assist with traffic flow.

- 2x parking tickets will be allocated to each stall/truck stand owner for the duration of the festival weekend.
- Vendors will receive a vendor disk which must be displayed in your vehicle's front window to gain access.
- Parking will be allowed in demarcated area/s. All stall and food trucks must ensure they acquire their staff/owner entrance wristbands at the “drop and go” area or at other access areas provided.
- All vehicles parked at the venue is at the owners own risk, and The Soweto Beer Festival and organisers cannot be held responsible for any damages, theft or any other claims.





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## FURTHER INFORMATION

### BEHIND THE TAPS

#### Payment Terms and Conditions:

- Once your application has been **approved in writing**, 50% of site fees are due within 72 hours of invoice received and 30 days prior to the event the balance needs to be paid.
- Failure to pay within the 72-hour period **will** result in your approval being withdrawn, and your allocated site being made available to another vendor applicant.
- Bank details will be on the invoice
- Please ensure to list the **invoice** reference number on your proof of payment and promptly send confirmation to the corresponding email address.
- Any additional staff/workers would require purchasing a Festival Entry Ticket each, if the four [4] included tickets are not sufficient for operations. The relevant Entry Ticket Fee Rates at the time of the application will apply.

#### Bump In Information:

The organisers will communicate a **“Bump in Information”** email to all vendors, latest two weeks prior to the event. Please ensure you read this!

## SITE TERMS AND CONDITIONS

#### POWER:

- The organisers do NOT provide power at the event for stall holders or food trucks.
- Should power be required for your stand/food truck please ensure you use an inverter, supplied by yourself.
- Normal safety standards apply, requiring you to secure and cover all power leads to avoid trip hazards.

#### MERCHANDISE AND PRODUCT RESTRICTIONS:

- The following products are not permitted to be sold:
- Weapons of any sort (including but not limited to knives, knuckle dusters, guns, tazers, pepper spray etc.)
- Any unsafe or dangerous products, any illegal products.



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## EXPECTATIONS:

- The Soweto Beer Festival prides itself on its friendly, professional approach to all vendors and festival goers.
- This general standard of courtesy and behaviour is expected from our vendors, both to event staff and the public.
- Rude, argumentative, disrespectful, or offensive language or behaviour and non-compliance with our rules and regulations will not be tolerated.
- It is each individual stall holder's responsibility to maintain a tidy site to the satisfaction of the organisers and venue.
- Rubbish and waste generated from your individual site is your responsibility to remove from the event site. **DO NOT** place your rubbish in the bins provided by the event for the public.
- All food must be served in recyclable packaging, such as cardboard boxes or foil containers, to support our commitment to sustainability and easy recycling.
- Vendors would be asked to vacate the event and premises if you fail to meet these standards and may result in you not being considered to attend any future events. Site fees will not be refunded in this case.

## SITE CANCELLATION POLICY

Notification of valid reasons for non-attendance of any event is required by email and acceptance of such reasons will be at complete and total discretion of the organisers.

Please consider your calendars and commitments carefully prior to applying/paying for a site at The Soweto Beer Festival.

- 30 days or more prior to the event: Cancellation Fee of 50% of site fee paid will apply.
- Less than 14 days prior to the event: Cancellation Fee of 100% of site fee. No refund.

## REGISTRATION DOCUMENTATION

Your food handling certificate (COA), business license, and Gas COC license (where applicable) forms part of your application and needs to be attached - and will need to be accessible at your vendor site for Council inspection.

Failure to comply may result in being fined by the Council and/or immediately closed.

## INCLEMENT WEATHER

Unless torrential rain is forecast for the day of the event, The Soweto Beer Festival will go ahead rain, hail or shine! During high winds we recommended that you ensure your stall is securely grounded.

You will be notified by email and social media if the event is cancelled/postponed due to factors outside of the The Soweto Beer Festival's control. Site fees will not be refunded in this case and The Soweto Beer Festival and organisers cannot be held liable for any claims.





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## HEALTH AND SAFETY

- Keeping it safe, so we can keep it fun.
- The wellbeing of our community — including vendors, staff, and festival-goers — is our top priority. Please make sure your stall is equipped with hand sanitizer and, where possible, encourage contactless payments to help everyone stay safe while enjoying the good vibes..

## ACCEPTANCE OF TERMS AND CONDITIONS

- By applying as a vendor at The Soweto Beer Festival, you acknowledge that you have read and agreed to these terms.
- By continuing through the vendor application and approval process it is implied that the Terms and Conditions have been accepted by the vendor.

## ALL SOUNDS GOOD?

### LET'S GET THIS SHOW ON THE ROAD!

If you're nodding along and loving what you've read, it's time to make it official.

Head over to the application form, fill in your details, and hit submit — and just like that, the journey to the Soweto Beer Festival begins!

