



Rules & Regulations

Thanks for your interest in playing at SweetWater Brewery. To move forward please review all rules and regulations below, and contact our booking team for further information/to confirm your date.

- **SweetWater Bands are UNPAID(unless contracted to a play special event)** – but play for beer and great exposure! Each band member (+ runner) will get a pint glass & 6 tickets for tastings. We'll also throw you a beer or two during your set up and tear down times.
- **Band slots are available on Friday, Saturday and Sunday** in our warmer months. (April-October) Ask your band booking rep. for available dates and any specialty weekends that might be available.
- **All members of your group (and guest list) must be 21+**, and have a valid ID which will be checked day-of your set. Underage members or guests will not be allowed access.
- **Bands must be fully self-contained** and come with ALL equipment – including full PA system, drum carpet/rugs/mats, table/chairs (for merch. if applicable), banners and band signage, etc.
- **Bands must be able to fill a (2) hour time slot:** Friday from 5:30pm – 7:30pm, and Sat/Sun from 2:30pm – 4:30pm.
- **Band will have (1.5) hours for load in/sound check.** Load-in on Friday's can take place no earlier than 4:00pm. Load-In on Sat/Sun can take place no earlier than 1:00pm. Please do not arrive earlier than these times listed. Also, you should be set and playing when doors open at 5:30pm (Fri) or 2:30pm (Sat/Sun).
- **Bands must wrap their set AT the tour & tasting end time** - 7:30pm (Fri) or 4:30pm (Sat/Sun). Bands will have (1) hour for load OUT.
- **All members of the band + (1) "runner", will be added to the BAND list** – and will receive a wristband upon load in for identification. Band members can get their glass from behind the bar, and the wristband will allow them beer service (6 ticket limit). The "runner" may run beers for the band while the band is performing, and will also have a wristband for identification. Band members and "runner's" name will be needed in advance. SweetWater staff will stop beer service to any band member, runner or guest who is intoxicated.
- **Bands may add up to (8) guests to the GUEST list**, and names will be needed in advance. You will be contacted by a SweetWater rep. the week of your performance for this list.
- **Bands will be playing on an OUTSIDE bandstand.** If weather looks to be an issue, an additional performance space inside the building may be available – but not guaranteed. Please contact the SweetWater booking team listed below (after you have confirmed your date) to discuss possible other locations in case of weather issues.
- **Band Merch. can be set up/sold in front of the bandstand/performance area**, and must be limited to **ONE (6) ft. table**. Band promo. posters can only be displayed on this merch. table or on the bandstand/performance area. Your band merch. area must be self-contained.
- Once your band has been officially booked with SweetWater band booking contact, **your information will be passed to the SweetWater Front of House Manager (FOH) or Event Lead who will be your contact moving forward.** The FOH Manager will also contact each band the week of their performance to obtain your guest list, go over all final details, and pass on important info. Contact Info below.
- **SWEETWATER BOOKING CONTACT:** Marcie Khalil, mkhalil@sweetwaterbrew.com, or Dudley Merrifield, dudley@sweetwaterbrew.com