

Wind Rider Mountain Festival

Memorial Day Weekend May 26-28 2017
Ski Apache Ruidoso, NM



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Wind Rider Mountain Festival

We have put together a variety of information to help you get here, decide what essentials to pack, know what to expect during the festival, Vendor Information, Sponsorship Information, and KCBS information. If you find you still have questions after reading through the packet, please call us at the Ski Apache office: 575.464.3600.

GENERAL INFORMATION

Wind Rider Mountain Festival is a 3-day camping festival featuring 30 bands over 3 days and nights on 2 stages taking place over Memorial Day Weekend 2017. In conjunction with the festival we are hosting a KCBS (Kansas City Barbeque Society) sanctioned contest where 30+ professional smokers will compete for a purse of \$9,000. We will also host a Beer Gelände Quaffing Competition. All events and festivities will take place slope side at Ski Apache and festival goers will be able to take advantage of our mountain amenities including Mountain Biking, Zip Lining on the highest zip in the world and the longest zip in the continental US, Frisbee Golf, Gondola rider on New Mexico's only Gondola, Hiking, Sight Seeing, bounce houses and much more.

We are expecting to see 3,000 attendees over the 3 days and 15-20 vendors.

Ticket Information

Tickets:

VIP PLUS \$160: Meet and Greet with bands each night, VIP seating area, front row area for main stage, access to watch 23 bands, exclusive bar with VIP drink pricing, free soft drinks, free entry to the Ski Apache Beer Gelände Quaffing, unlimited gondola rides for all three days, free tasting to the KCBS barbeque event, free access to activities within the concert venue, discounts on mountain biking, free snacks, and more!

VIP \$130: VIP seating area, front row area for main stage, access to watch 23 bands exclusive bar with VIP drink pricing, free soft drinks, free entry to the Ski Apache Beer Gelände Quaffing, unlimited gondola rides for all three days, free tasting to the KCBS barbeque event, free access to activities within the concert venue, discounts on mountain biking, free snacks, and more!

THREE DAY EVENT TICKET \$85: Access to watch 23 bands, unlimited gondola rides for all three days, free tasting to the KCBS barbeque event, free access to activities within the concert venue and a free entry to the Ski Apache Beer Gelände Quaffing.

SINGLE DAY EVENT TICKET \$35: Access to watch 23 bands access to activities within the concert venue.

Festival Schedule

FRIDAY May 26, 2017

9:00am: Gates Open for Guests, Vendors and Contestants

12:00pm-2:00am Music on both stages

Saturday May 27, 2017

Day of BBQ Contest and Judging (Page 4)

12:00pm-1:30am Music on both stages

Sunday May 28, 2017

11:00am: Beer Gelande Quaffing Competition Elks Lodge (Page 5)

12:00pm-12:00am Music on both stages

WIND RIDER MOUNTAIN BBQ

The Wind Rider Mountain BBQ is a sanctioned KCBS (Kansas City BBQ Society) Master Series where some of the best in MidWest BBQ come out and battle for the title of Grand Champion. We have a purse of \$9,000 and will be paying the top 10 spots in each category, a People's Choice Winner, 3rd Overall, Reserve Grand Champion and Grand Champion. Where else can you go to enjoy world-class BBQ while enjoying some of the best music New Mexico has to offer.

Ski Apache will provide full festival passes for up to 4 team members. Additional team members will need to purchase a Wind Rider Mountain Festival pass.

FRIDAY

Check in/Load in for all teams required by 12:00 pm

Each team will be escorted to their assigned space.

Meat inspector available to check meat and should be available all day, from the time teams start checking in.

Friday Evening – Cooks Meeting (Time 6:00 pm)

Friday Evening Quiet Time

- Quiet Time is 2:00 a.m. – 7:00 a.m.

SATURDAY

Saturday- 1 Hour before Judging begins – Judges Meeting

- Check in judges as they arrive on site (1 volunteer required) Judges are required to show proof of CBJ status, or sign the Judge Verification Form if unable to do
- Welcome them at Judges Meeting
- Introduce KCBS Contest Representatives

- KCBS Representatives play the Judge's CD, Table Captain's CD, and coordinate activities in the Judging area.

Saturday 11:55 A.M.—12:05 PM

Chicken category is turned in and judging begins

Saturday 12:25 PM—12:35 PM

Pork Rib category is turned in and judging begins

Saturday 12:55 PM—1:05 PM

Pork category is turned in and judging begins

Saturday 1:25 PM—1:35 PM

Brisket category is turned in and judging begins

Saturday 2:00 PM-3:00 PM

Prepare checks and trophies

Saturday (after scoring is complete)-Awards

- Awards ceremony-Deliver Awards and Prize monies
- Media attention
- Post or hand out Results and Individual Scores (if logistically feasible)

Beer Gelande Quaffing

What is Gelande Quaffing?

Gelände quaffing is a dream-come-true competition for snow-obsessed mountain dwellers and visitors. The event will be held at 11:00am on Sunday at the Elks Lodge. Shuttle service to the lodge will be provided.

HOW IT BEGAN

In the 1980s, a core crew of local expert skiers in the Tetons—dubbed the Jackson Hole Air Force—was waiting for the lift to open at the Bear Claw Café during a mega snowstorm that dropped 14 feet of powder, according to the folklore.

The excitement and anticipation of carving into the deep snow inspired what would become gelände quaffing: the bartender slid a foam-capped mug of beer down the countertop, the glass flew off the edge, and one JH Air Force member caught the flying beverage followed by hearty consumption—all before the glass shattered on the floor.

The crowd's elation bore one of the greatest games of all skiers' time: to throw beer, catch beer, drink beer and repeat.

The Game

Two teammates stand at the end of 10-foot long bar tops. One slides a beer down the smooth surface and when the glass leaves the table, the other teammate catches the brew mid-flight to quickly guzzle it down. Between each catch, tricks are added, which accumulate more points. Only sixteen teams are allowed to compete.

Rules:

1. 4 person teams, no subs.
2. 1 minute for first 3 rounds, finals are 2 minutes.
3. Quaffer must be 2 feet from the edge of the bar.
4. Must rotate pitcher and quaffer every pitch.
5. You CANNOT pitch until beer is down and mug touches the bar again!
6. You must quaff the beer, not wear it.
7. No puking, puking results in immediate team disqualification.
8. In the event of a tie, each team will choose 1 quaffer and 1 pitcher, and the team with the fastest Gelande Quaff wins.

Scoring:

Round 1: 1 point regular catch, 2 points handle catch.

Round 2: The quaffer must do a 360 between leaving the pitchers hand and the quaffer's catch. 1 point regular catch, 2 points handle catch.

Round 3: The quaffer must do a 360 OR under the leg catch. 1 point regular catch, 2 points handle catch.

Finals: (2min) 1 catch of each... handle catch, 360 catch, and under the leg catch. After the 3 required catches.

Freestyle. 0 points regular catch*, 1 point handle catch, 2 points 360 handle catch* OR under the leg, 0-5 points freestyle (at judges discretion)

Travel Information

Ski Apache is located just 12 miles outside of Ruidoso, NM at 1286 Ski Run Road Alto, NM 88312.

Ruidoso is located in South Eastern New Mexico in the Sacramento Mountains. We are 180 miles from Albuquerque, NM; 145 miles from El Paso, TX; 90 Miles from Roswell, NM.

Visitors can fly into Albuquerque International Sunport, El Paso International Airport or the Roswell Industrial Air Center.

Camping Information

Tent and RV camping are available for the entirety of the festival and we strongly encourage our guests to camp at Ski Apache.

Tent Camping

Lower Moonshine will be roped off for GA camping. From the stage it is a short walk up lower moonshine to access tent camping. GA camping is open (no predetermined sites). No camp fires are allowed. Ski Apache staff will maintain fires across the property to ensure property and guest safety. Camping is \$25 per tent (sleep dwelling).

RV Camping

The parking lot will have designated RV Parking in front of chair 5 (Bunny Slope). RV's will need to be completely self-sustained. Neither power nor water are included. RV camping fee is \$35/RV.

Offsite Lodging

For the non-campers we do have a host of lodging options in the village of Ruidoso. We encourage our guests to visit our website to see a list of our partner lodgers. www.windridermusicfest.com. You can find a link to our partner lodgers at the bottom of the page in the contact us section. It is highly recommended to reserve a property in advance. Memorial Day Weekend is a busy weekend in Ruidoso and properties will go quickly.

What about the weather?

The weather in Ruidoso in May averages highs in the 80's with lows in the 40's. Ski Apache, situated between 9,400 and 11,500 feet will experience slightly cooler temperatures. We encourage all guests to be prepared to deal with the elements and pack accordingly.

What to Pack

- **Water.** Bring and drink lots and lots of water.
- **Sunscreen.** Bring and wear lots of sunscreen.
- **Layers.** The high elevation in the mountains with dense forests can have chilly nights, even in the summer. Bring lots of layers for all weather types: swim suits, shorts, jeans, tanks, t-shirts, flannels, and jackets.
- **Shoes.** Don't be "That Guy" – bring more than 1 pair of flip flops; bring sturdy hiking boots and lots of extra, clean socks.
- **Rain gear.** When it rains, it pours! Bring rain boots, ponchos, umbrellas, rain pants and so on. A dry camper is a happy camper. Rain boots are handy for dewy mornings too.
- **Water, water, water.** Did we mention to pack lots of drinking water?
- **Camping gear.** We won't get into a completely detailed list, but bring all the basic amenities to have fun. *Remember! The nearest town is over half an hour away!*
 - **Camping supplies:** tent, sleeping bag, pillow, chairs, cooler, shower towel, food, condiments, toiletries, clothes, water and sunscreen.
- **Your concert tickets!**
- **Cash.** The vendors, general stores and shopping stands are mostly cash only. ATMs are available on site if you need to refill your wallet.
- **Driving directions.**

What NOT to Pack

The following items are strictly prohibited at the festival grounds. **If you bring it, we will confiscate it from you, and you won't get the item(s) back.**

- **NO Pets or Horses.** Sorry, you gotta leave Fido and Nelly at home.

- **NO gas or electric powered recreational vehicles.** This includes ATVs, golf carts and scooters.
- **NO Fireworks or Open Fires.** Nothing that goes snap, crackle, pop, or kaboom; no Chinese lanterns;
- no tiki torches; no fire rings. If in doubt, leave it at home.
- **NO large tanks.** No large propane tanks. Small camping propane cylinders (less than 20 oz.) are allowed.
- **NO GLASS BOTTLES.**
- **NO WEAPONS.** No Guns, No Knives (pocket/survival knife ok), No Hunting Equipment. Period.
- **NO OUTSIDE ALCOHOL**
- **NO ILLEGAL SUBSTANCES**

2017 Vendor Information

BOOTH SPACES

We are accepting applications for the following types of vendors:

- **Booths:** a 10 x 10 space will be provided. Multiple spaces may be available. Power and water will be additional charges depending on individual vendor needs.
- **Mobile unit spaces:** self-contained vehicles or trailers that provide their own power and water systems.
- The Vending area is located off of chair 3 up the easy street ski run. Vendor fee will be \$50 for the entire weekend. Vendors are permitted two passes for the festival per booth.
- **FOOD AND BEVERAGE ITEMS**
In addition to traditional festival fare, we would like to have a diverse array of interesting food items available, all at reasonable prices. Please consider your pricing carefully and try to keep your prices to under \$12 for any single item as well as including some lower priced items.
- **VENDOR CONTRIBUTION TO FESTIVAL SUSTAINABILITY**
We are very committed to reducing the amount of trash that is sent to the landfill. As part of our commitment to the environment we encourage vendors limit waste as much as possible and to buy products locally and organically where possible.
- **FESTIVAL DATES AND VENDING HOURS**
All vendors must arrive on site on Thursday afternoon May 25, 2017 or Friday Morning May 26, 2017 before 11:00 am. Vendors will be open Friday, Saturday and Sunday only.

Because of the extensive schedule of music and activities, vendors could be expected to be open for 14 – 20 hours Friday through early Monday morning.

All vendors must pay vending fee prior to establishing sites.

- **REQUIRED PAPERWORK & TERMS OF PARTICIPATION**

All vendors must supply proof of insurance coverage including: Certificate of liability insurance.

All vendors are responsible for paying any application state or local sales tax

Accepted vendors must obtain the following permits:

- Business License
- Health Department Permit (if serving consumable items)
- All vendors must adhere to festival trash, recycling and composting policies.

HOW TO APPLY

Please contact Justin Huffmon directly at jhuffmon@skiapache.com. All vendors must be signed up for the festival no later than May 19, 2017. Our primary method of sending out information is via e-mail. Any questions you may have please reach out to Justin Huffmon.

Becoming a Sponsor

For Sponsorship Inquiries contact:

Justin Huffmon

Ski Apache

jhuffmon@skiapache.com

575.464.3600

As a sponsor of the Wind Rider Mountain Festival, your organization will realize tangible marketing benefits, shared media and promotions, and experiential opportunities to interact with the our festival attendees. Your level of participation and investment is customizable as we want every experience with our attendees to be unique and memorable.

Sponsorship opportunities to partner with Wind Rider Mountain Festival begin at the \$1,000 level with benefits increasing as the level of sponsorship increases. Regardless of the sponsorship level you select, the festival's staff will be pleased to work with you in creating an integrated sponsorship program designed to meet your organization's unique marketing objectives. We are here to customize options and experiences to your needs.

Our intimate environment makes us the ideal partner in reaching your audience on a more personal level than organizations experience with typical sponsorship endeavors. The producers of Wind Rider embrace a 360 degree approach to crafting a tailored brand experience for our brands with festival assets and programs. Shared media and advertising throughout the year will also help to promote the brand leading up to the event.

We're Prosperous, Dynamic, and Growing. This year marks the third anniversary of our event, and the festival has experienced growth in every aspect of its depth, amenities and festival growth. 2016 attendance is projected at 1,000+. Wind Rider provides an environment where brands can create deep and meaningful interactions with consumers. The festival environment has become one of the best places for brands to place themselves. Festival-goers understand that events need partners and so they expect to see sponsors. Festival-goers in turn support those sponsors who help bring them the experiences they are seeking. In an age of shrinking budgets and failing festivals, our team continues to grow and has staged a unique event that has recently been recognized by the State of New Mexico Tourism board and the NM True.

WIND RIDER MUSIC FESTIVAL LAYOUT 2017



