Policies & Procedures for Greater Freeport Partnership
Downtown Alcohol Events

The Greater Freeport Partnership promotes Downtown Freeport as the vibrant core of the City of Freeport and Stephenson County. Part of that work is supporting events that are entertaining for residents and visitors as well as productive for downtown businesses. To effectively market and plan these events, the Partnership requests your adherence to the following deadlines to promote the participation of each business as well as file all permits to the appropriate agencies. The deadlines below apply to events when the Partnership is applying for liquor permits on behalf of a downtown business including, but not limited to, Arctic Ale & Art Walk, Pretzel City Winefest, and Wine & Witches.

The Partnership will also communicate these deadlines with specific dates per event to all downtown businesses.

Deadlines for event participation include:

* 6 weeks prior to an event, the business will communicate that they would like to be a part of the event. This gives the Partnership time to include the business on any permit applications necessary for the event.
* 4 weeks prior to an event, all your graphic material must be turned into the Partnership to properly promote you for the event.
* 2 weeks prior to an event, the business MUST provide the Partnership a copy of the Basett Certificate of the volunteer who will be on premises during the event and the business must sign the “Consent to Participate” as required by the City of Freeport’s permitting process.

Businesses who do not comply with deadlines can be excluded from promotions during events based on the schedules of permitting requirements and advertising deadlines.

We are excited to promote and organize events on behalf of Downtown Freeport and all the businesses. The deadlines listed above are in an effort to ensure the Partnership staff is making the most of our time and yours for a successful, well-promoted event.