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Outdoor craft beer fest moves to Kamm Island in 2016

Outstanding craft beer, great local food, excellent music and fun people benefit charities.

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Mishawaka, IN -- The festival formally known as Indiana-Michigan Craft Beer Mayfest will move to the beautiful Kamm Island in downtown Mishawaka. This incredibly scenic island park in the St. Joseph River, once part of the historic Kamm-Schellinger Brewery, will become the new home for MAYFEST.US.

MAYFEST.US will be held on May 7 and will attract 40+ breweries from Indiana and Michigan. Participants will be able to choose beer samples from over 150 different styles of ales and lagers from breweries such as Three Floyds, Iechyd Da, Bare Hands, 18th Street, Dark Horse, Greenbush and many more. Food from local restaurants and live music from the Whistle Pigs will add to the festivities.

MAYFEST.US differs from most craft beer fests as the majority of breweries are represented by their brewers, owners and trained staff. "We believe this gives fest attendees a more intimate and educational opportunity," stated Jim Herter, MAYFEST.US Co-Director. "Many fests are now being held by private entities on a for-profit basis causing breweries to rethink their participation."

MAYFEST.US supports local charities in the region and advocates the advancement and advocacy of craft breweries. "What better way to support both objectives," offered Glenn Padmos, MAYFEST.US Co-Chair? "This year MAYFEST.US has chosen the Mishawaka Food Pantry and Hospice at Home as the regional charities to benefit from the festival proceeds. We were able to donate over \$10,000 to our charities last year. The charitable donation amount will increase with our move to the spacious and scenic Kamm Island."

Tickets went on sale January 23 and have been reduced in price for 2016. The Early Entry ticket is \$50 and allows a limited number of fest attendees entry one hour earlier than the General Admission ticket which is \$40. The fest runs from 2 PM till 7 PM. "We have offered a \$10 discount per ticket if purchased by no later than April 7," said Herter. "On April 8 ticket prices increase to \$50 for General Admissions and \$60 for Early Entry." Designated Driver tickets are available for \$10 up to the day of the festival.

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An additional feature this year is the VIP Tent. This area features private seating, private restrooms, a wine, hard cider and mead sampling bar along with food prepared by local chefs. "This is a perfect opportunity for company entertainment or to treat a friend to a festive event," said Herter. "It also affords the opportunity for guests who may not appreciate craft beer to join in and support our charities." For more details and purchase VIP discounted packages contact (574) 635-1039.

Sponsorship packages are available that offer great marketing and goodwill opportunities. "The exposure for a Premier sponsor is incredible," reported Jim Herter. "We have partnered with ABC57, Federated Media/The Bear 103.9, Burkhart Outdoor Advertising and Lithotone Print Advertising. Last year alone the broadcast media exposures were well over 800. With the digital and print media from billboards, the exposure was huge. Depending upon the level of sponsorship the exposure expands to posters, signage, banner, glassware and T-shirts, not to mention the social media. The number of marketing penetrations is difficult to quantify but easily in the tens of thousands." Information is available at www.MAYFEST.US then go to the Sponsorships page.

Again this year MAYFEST.US will be working with local taxi companies and public transportation for free rides for attendees to help ensure patron and community safety. There are plenty of hotels nearby so this will make a perfect weekend escape. More details are available at www.MAYFEST.US or Facebook at www.facebook.com/INMICraftMayfest/.

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