

2017 Event Sponsorship

Diamond \$15,000

Emerald \$10,000

\$1,500—\$5,000

Beaver Run Branded Site \$1,950—\$2,500

Off-Site Event \$ varies

Platinum \$ 1,250

Gold \$ 950

\$ 750

Bronze \$ 500



Exclusive Diamond Level Sponsorship \$15,000

Diamond Sponsor Benefits

- Discounted lodging at the host resort in Breckenridge, Beaver Run Resort, for Thursday, Friday & Saturday nights
- Two seats for the Calibration Dinner with Dogfish Head Craft Brewery & Avery Brewing Co. on Thursday evening at Beaver Run Resort
- Two seats for the Traditional Brewmasters' Dinner with the 2017 Featured Brewmasters on Friday evening, location tbd
- Two reserved seats at all educational seminars throughout the event weekend
- Corporate recognition:
 - Company logo & link on the Big Beers Festival website Home page & Sponsor page
 - Company logo printed on electronic tickets for all events
 - Logo on posters, newspaper advertisements, TV & radio advertisements, event signage, & electronic tickets for weekend events
 - Poster distribution to local, Colorado & national locations
 - Initial email & social media announcement of sponsorship in addition to post-event follow up email with contact info and/or promo info to attendees and participants
- Corporate presence at event:
 - Your banner posted prominently at the Commercial Tasting
 - Complimentary full page ad in Commercial Tasting program
 - Premiere sponsor table location opportunity at Commercial Tasting
 - Opportunity for company information or logoed gift in Brewers' bags
 - Opportunity to offer a special attendee gift
- Ten (10) tickets to the Commercial Tasting
- VIP early admission to the Commercial Tasting
- First right of refusal for following year sponsorship



Emerald Level Sponsorship \$10,000

Emerald Sponsor Benefits

- Corporate recognition:
 - Company logo & link on the Big Beers Festival website
 Home page & Sponsor page
 - Company logo printed on electronic tickets for all events
 - Logo/company name on posters, newspaper advertisements,
 TV & radio advertisements where possible, and all event signage, & electronic tickets for weekend events
 - Poster distribution to local, Colorado & national locations
 - Initial email & social media announcement of sponsorship in addition to post-event follow up email with contact info and/ or promo info to attendees and participants
- Corporate presence at event:
 - Your banner posted prominently at the Commercial Tasting
 - Complimentary full page ad in Commercial Tasting program
 - Premiere sponsor table location opportunity at Commercial Tasting
 - Opportunity for company information or logoed gift in Brewers' bags
 - Opportunity to offer a special attendee gift
- Ten (10) tickets to the Commercial Tasting
- VIP early admission to the Commercial Tasting



Exclusive Signature Sponsorship Options

Commercial Tasting	\$ 5,000
Experimental Brewing	\$ 2,000
Welcome Reception	\$ 2,000
Brewers Reception	\$ 2,000
Homebrew Competition	\$ 1,750
Cicerone Workshop	\$ 1,750
Featured Brewmasters Seminar Track	\$ 1,750
Individual Seminar Tracks	\$ 1,500
Sensory Workshop Track	
Technical Track	
Random Track	
Custom Sponsorship	\$ tbd

Signature Sponsor Benefits

- · Corporate recognition:
 - Company logo & link on the Big Beers Festival website
 Home page & Sponsor page
 - Company logo printed on electronic tickets for all events
 - Logo/company name on posters, newspaper advertisements, TV & radio advertisements, event signage, & electronic tickets for weekend events
 - Poster distribution to local, Colorado & national locations
 - Initial email & social media announcement of sponsorship in addition to post-event follow up email with contact info and/or promo info to attendees and participants
- Corporate presence at event:
 - Complimentary half page ad in Commercial Tasting program
 - Premiere sponsor table location opportunity at Commercial Tasting
 - Opportunity for company information or logoed gift in Brewers' bags
 - Opportunity to offer a special attendee gift
- Eight (8) tickets to the Commercial Tasting
- First right of refusal for following year sponsorship



Exclusive Beaver Run Branded Weekend Site

Base 9 Bar \$2,500 Spencer's Lounge \$1,950

** May add others as options, ask for details

\$ varies by event [Ask for further information]

Beaver Run & Off-Site Sponsor Benefits

- Corporate recognition:
 - Company logo & link on the Big Beers Festival website
 Home page & Sponsor page
 - Company logo printed on electronic tickets for all events
 - Logo/company name on posters, newspaper advertisements, TV & radio advertisements, event signage, & electronic tickets for weekend events
 - Poster distribution to local, Colorado & national locations
 - Initial email & social media announcement of sponsorship in addition to post-event follow up email with contact info and/or promo info to attendees and participants
- Corporate presence at event:
 - Complimentary half page ad in Commercial Tasting program
 - Premiere sponsor table location opportunity at Commercial Tasting
 - Opportunity for company information or logoed gift in Brewers' bags
 - Opportunity to offer a special attendee gift
- Eight (8) tickets to the Commercial Tasting
- First right of refusal for following year sponsorship



Platinum Level Sponsorship \$1,250

Platinum Sponsor Benefits

- Corporate recognition:
 - Company logo & link on the Big Beers Festival website
 - Company logo printed on electronic tickets for all events
 - Logo on posters, event signage, & electronic tickets for weekend events
 - Poster distribution to local, Colorado & national locations
 - Initial email & social media announcement of sponsorship in addition to post-event follow up email with contact info and/or promo info to attendees and participants
- Corporate presence at event:
 - Complimentary half page ad in Commercial Tasting program
 - Premiere sponsor table location opportunity at Commercial Tasting
 - Opportunity for company information or logoed gift in Brewers' bags
 - Opportunity to offer a special attendee gift
 - Five (5) tickets to the Commercial Tasting

Gold Level Sponsorship \$ 950

Gold Sponsor Benefits

- Corporate recognition:
 - Company logo & link on the Big Beers Festival website
 - Logo/company name on event signage
 - Initial email & social media announcement of sponsorship in addition to post-event follow up email with contact info and/or promo info to attendees and participants
- Corporate presence at event:
 - Four (4) tickets to the Commercial Tasting
 - Logo/company name in Commercial Tasting program



Silver Level Sponsorship \$ 750

Silver Sponsor Benefits

- Corporate recognition:
 - Company logo & link on the Big Beers Festival website
 - Logo or company name on event signage
 - Initial email & social media announcement of sponsorship in addition to post-event follow up email with contact info and/or promo info to attendees and participants
- Corporate presence at event:
 - Three (3) tickets to the Commercial Tasting
 - Logo/company name in Commercial Tasting program

Bronze Level Sponsorship \$ 500

Bronze Sponsor Benefits

- Corporate recognition:
 - Company logo & link on the Big Beers Festival website
 - Logo or company name on event signage
 - Initial email & social media announcement of sponsorship in addition to post-event follow up email with contact info and/or promo info to attendees and participants
- Corporate presence at event:
 - Two (2) tickets to the Commercial Tasting
 - Logo/company name in Commercial Tasting program