



## 2020 Event Sponsorship

### Exclusive

Underwrite Entire Weekend	\$25,000
Underwrite Educational Seminar Series	\$15,000

### Growler

Create Your Own Events	\$2,000—10,000
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### Bomber

Signature Events	\$1,500—\$5,000
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### Pint\*

Pint Level	\$ 1,250
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### Snifter

Snifter Level	\$ 950
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### Sampler

Sampler Level	\$ 500
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\* Maximum level of sponsorship trade



## **Exclusive Underwriter Sponsorship \$25,000**

### **Underwriter 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
- Two seats for the Traditional Brewmasters' Dinner with the 2019 Featured Brewmasters on Friday evening
- Two reserved seats at all educational seminars throughout the event weekend
- Ten (10) tickets to the Commercial Tasting
- VIP early admission to the Commercial Tasting
- Corporate recognition:
  - Acknowledgement as underwriter of event throughout all marketing and media channels
  - Company logo & link on the Big Beers Festival website on all pages
  - Company logo printed on electronic tickets for all events
  - Logo on posters, newspaper advertisements, TV & radio advertisements, & event signage for weekend events
- Corporate recognition (cont.):
  - 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:
  - Formal recognition at both Calibration and Traditional Brewmasters' Dinners
  - 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
- First right of refusal for following year sponsorship



## **Exclusive Educational Seminar Series Sponsorship \$15,000**

### **Educational 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
- Two seats for the Traditional Brewmasters' Dinner with the 2019 Featured Brewmasters on Friday evening
- Two reserved seats at all educational seminars throughout the event weekend
- Ten (10) tickets to the Commercial Tasting
- VIP early admission to the Commercial Tasting
- Corporate recognition:
  - Acknowledgement as supporter of all educational events throughout all marketing and media channels
  - Company logo & link on the Big Beers Festival website on all pages
  - Company logo printed on electronic tickets for all events
  - Logo on posters, newspaper advertisements, TV & radio advertisements, & event signage for weekend events
- Corporate recognition (cont.):
  - 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:
  - Formal recognition at both Calibration and Traditional Brewmasters' Dinners
  - 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
- First right of refusal for following year sponsorship



## **Exclusive Beaver Run Branded Weekend Site\*\***

<b>Falling Rock Pop-Up</b>	<b>\$2,500</b>
<b>Base 9 Bar</b>	<b>\$2,250</b>
<b>Spencer's Lounge</b>	<b>\$1,950</b>

\*\* pending approval of Beaver Run, may add other options

## **Exclusive Off-Site Event Sponsor**

**\$ varies by event**

**[Ask for further information]**

## **Growler Level 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 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



## **Bomber Level Signature Sponsorship Options**

Commercial Tasting	\$ 5,000
20th Anniversary Celebration	\$ 2,500
VIP Lounge during Commercial Tasting	\$ 2,500
Experimental Brewing Seminar	\$ 2,000
Welcome Reception	\$ 2,000
Brewers Reception	\$ 2,000
Homebrew Competition	\$ 1,750
Cicerone Workshop	\$ 1,750
Individual Seminar Tracks	\$ 1,500
Sensory Workshop Track	
Technical Track	
Random Track	

## **Bomber Sponsor Benefits**

- Corporate recognition:
  - Company logo & link on the Big Beers Festival website Home page & Sponsor page & sponsored event section
  - 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



## **Pint Level Sponsorship**

**\$1,250**

### **Pint Sponsor Benefits**

- Corporate recognition:
  - Company logo & link on the Big Beers Festival website
  - Logo on posters & event signage 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

## **Snifter Sponsorship**

**\$ 950**

### **Snifter Sponsor Benefits**

- Corporate recognition:
  - Company logo & link on the Big Beers Festival website
  - Logo/company name on event signage onsite
  - 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



## **Sampler Level Sponsorship**

**\$ 500**

### **Sampler Sponsorship 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