



2018 Event Sponsorship

Exclusive

Underwriter	\$25,000
Educational	\$15,000

Custom

Create Your Own	\$1,500—10,000
Beaver Run Branded Site	\$1,950—\$5,000
Off-Site Event	\$ varies

Signature

Brand Your Event	\$1,500—\$5,000
------------------	-----------------

Supporter

Bells & Whistles*	\$ 1,250
Lodging/Event Host	\$ 950

Basic

Nuts & Bolts	\$ 500
Website	\$ 250

* 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 2018 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 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 2018 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



Create Your Own Sponsorship \$1,500—\$10,000

Possible 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 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
- Up to Ten (10) tickets to the Commercial Tasting
- VIP early admission to the Commercial Tasting



Exclusive Beaver Run Branded Weekend Site

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

**** May add others as options, ask for details**

Exclusive Off-Site Event Sponsor

\$ 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 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 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	

Signature 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



Supporter “Bells & Whistles” Sponsorship \$1,250

Supporter 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

Supporter Lodging/Event Host Sponsorship \$ 950

Lodging/Event Host 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



Basic “Nuts & Bolts” Level Sponsorship

\$ 500

Basic 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

Website Sponsorship

\$ 250

Website Sponsor Benefits

- Company logo & link & content on a single interior pg of Big Beers website
- Details to be coordinated with the Big Beers event team
- Interior option for pages includes Lodging, Transportation, Schedule for special event, and could include additional choices depending on content requested.