

# Sponsor the Festival

➡ The First Annual Crozet Winter Brews Festival will feature 10-15 Virginia breweries sampling exclusively dark beers. We are inviting both well-known and smaller breweries to offer an exciting tasting experience for attendees. There will be food trucks, live music, and other entertainment and activities on the Festival grounds at Claudius Crozet Park. A ballot will be provided for visitors to vote on the sampled beers, with winners tallied in individual divisions - porters, stouts - and Best in Show.

➡ We estimate an attendance of roughly 1500, though the Park is easily able to accommodate more and we are open to gauging increased interest as the event approaches. General admission will be \$30.

➡ Marketing for the Crozet Winter Brews Festival will be extensive, utilizing the reach of our well-established bi-annual Crozet Arts and Crafts Festival as well as exploring new channels directly targeting beer enthusiasts. Our marketing will include radio, social media, other online advertising, direct mail, posters, banners, and partnerships with local businesses and organizations.

➡ Sponsorships are limited at each level so we can ensure a dedicated commitment to promoting your participation and providing maximum exposure of your brand.

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## **PRESENTING SPONSOR** (\$8,000, one available - special inaugural Festival rate!)

- Event will be billed as the Crozet Winter Brews Festival presented by (Your Company).
- Logo on all marketing and prominently linked on the Festival website.
- Company featured in event press releases and emails, including optional Company offer.
- Company mentioned and/or tagged in most social media posts.
- Company offers and marketing collateral included in virtual goody bag for ticket purchasers and at the gate in the Festival Admission Welcome Pack.
- Logo on Festival tasting glass and on the official Dark Brews Ballot at the event.
- 10x10 booth space in the Beer Pavilion at the Festival.
- 25 admission tickets to the Festival, including invitations to the Festival After-Party.
- Right of first refusal to negotiate Presenting Sponsor position for 2019 Festival.

## **LOCATION SPONSORS**

(\$2500, one available for each location: Festival Stage, Dark Brews Bar, Food Court)

- Logo on Festival website and in most marketing.
- Company mentioned in some event press releases, emails, and social media posts.
- Company offers and marketing collateral included in virtual goody bag for ticket purchasers and at the gate in the Festival Admission Welcome Pack.
- Company banner displayed at the Sponsored location during the Festival.
- 10 admission tickets to the Festival, including invitations to the Festival After-Party.

## **FESTIVAL FRIENDS** (\$300-\$500, 10 available)

- Logo on Festival website and mention in some marketing and press releases.
- Company offers and marketing collateral included in virtual goody bag for ticket purchasers and at the gate in the Festival Admission Welcome Pack.
- 5 admission tickets to the Festival, including invitations to the Festival After-Party.