

# SKOWHEGAN CRAFT BREW FEST

## SPONSORSHIP OPPORTUNITIES

**The Skowhegan Craft Brew Festival** attracts over 1,300 attendees and connects visitors and residents to Maine craft beverages while promoting Skowhegan as a locally-sourced food and craft brew destination. Learn more at

[SkowheganCraftBrewFest.com](http://SkowheganCraftBrewFest.com)

### Event Impact

- Over 1,300 attendees exposed to sponsor marketing for several hours
- Unique opportunities to get your brand in front of people who seek local food and brew experiences
- Showcases Skowhegan's businesses via location in the heart of town
- Visitors travel to Skowhegan for an overnight stay and spend money at our locally owned businesses
- Draws attendees from all over the country and Canada
- Promotes Skowhegan as a craft brew and food destination

### Target Demographic

Craft beverage connoisseurs  
from across the country



# Sponsorship Opportunities

## VIP Hour Sponsor - \$2,500

*[First right of refusal to 2024 sponsor]*

- Sponsorship of VIP Hour
- Large banner on fence near entrance
- Logo on Ticket Ordering Page
- Opportunity to speak during event
- Booth/table space during event
- Eight VIP passes
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
- Logo and link on website
- Logo and link on all brew fest emails
- Inclusion in press release

## General Admission - \$2,000

*[First right of refusal to 2024 sponsor]*

- Exclusive sponsorship of General Admission
- Opportunity to add an item to all GA tasting glasses (700)
- Large banner on fence near entrance
- Logo on Ticket Ordering Page
- Booth /table space at event
- Six VIP passes
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
- Logo and link on website
- Logo and link on all brew fest emails
- Inclusion in press releases



## Crowd Gate Covers - 3 year commitment: \$2,000 first year, \$1,500 following years

- Logo featured on Crowd Gate Covers
- Booth/table space at event
- Six VIP passes
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, Portland)
- Logo and link on website
- Logo and link in emails

# Sponsorship Opportunities



## Sunglasses Sponsor - \$1,750

*[First right of refusal to 2024 sponsor]*

- Logo on sunglasses included in VIP swag bags
- Six VIP passes
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

## Trash Can Covers - \$1,500

***[NEW!]***

- Logo featured on Trash Can Covers
- Six VIP passes
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

## Picnic Table Sponsor - \$1,500

*[First right of refusal to 2024 sponsor]*

- Logo decal on 10 picnic tables
- Six VIP passes
- Sign on perimeter fence (around festival)
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

## Music Sponsors - \$1,500

*[First right of refusal to 2024 sponsors]*

- Large banner near band
- Six VIP passes
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

# Sponsorship Opportunities

## Best in Brew Sponsor - \$1,500

*[First right of refusal to 2024 sponsor]*

- Logo on the Best in Brew voting form provided to 1,300+ attendees
- Six VIP passes
- Sign on perimeter fence (around festival)
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

## Brewer Gift Bag Sponsor - \$1,200

*[First right of refusal to 2024 sponsor]*

- Logo on swag bags (co-branded with brew fest logo) given to all brewers and unlimited promo materials inside (category exclusivity)
- Four VIP passes
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

## Games Sponsor - \$1,200

*[SOLD]*

- Logo on Cornhole boards (2) and Jenga blocks)
- Four VIP passes
- Sign on perimeter fence (around festival)
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

## Wristbands Sponsor - \$1,500

*[First right of refusal to 2024 sponsor]*

- Logo on wristbands given to all attendees (expecting 1,300+)
- Six VIP passes
- Banner on perimeter fence (around festival)
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

## Event Ticket Sponsor - \$1,500

*[First right of refusal to 2024 sponsor]*

- Logo on all ticket pages to 1,300+ attendees
- Six VIP passes
- Sign on perimeter fence (around festival)
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

## Misting Tent Sponsor - \$1,200

*[First right of refusal to 2024 sponsor]*

- Signage at misting station
- Four VIP passes
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases

# Sponsorship Opportunities



## Wayfinding Sponsor - \$1,200

*[First right of refusal to 2024 sponsor]*

- Logo on 4 wayfinding maps located on festival grounds
- Four VIP passes
- Sign on perimeter fence (around festival)
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)
- Logo and link on website
- Logo and link on brew fest emails
- Inclusion in press releases



## Ticket Package - \$1,000

*[Unlimited]*

- Six VIP passes
- Banner on perimeter fence (around festival)
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)
- Logo and link on website
- Logo and link on Brew Fest emails



## Media Package - \$650

*[Unlimited]*

- Two General Admission passes
- Radio promotion (Augusta, Bangor, Portland)
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)
- Logo and link on website
- Logo and link on brew fest emails

# Sponsorship Opportunities

## Tent Package - \$300

*[15 available]*

- Sponsor of and signage on one brewer tent
- Two General Admission passes

## Perimeter Fence Sign Package - \$200

*[Unlimited]*

- Banner on perimeter fence (around festival)
- Two General Admission passes

## VIP Gift Bag Item - \$100

*[Unlimited]*

- Product(s) and marketing materials in swag bags given to VIP attendees (500+)

## Brewer Gift Bag Item - \$50

*[Unlimited]*

- Product(s) and marketing materials in swag bags given to all brewers

