

# SKOWHEGAN CRAFT BREW FEST

2026 SPONSORSHIP OPPORTUNITIES



The **Skowhegan Craft Brew Fest** 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](https://www.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 AUDIENCE:

Craft beverage connoisseurs from across the country and Canada



# \$2,500

# PEAK PARTNER

## VIP Hour Sponsor\*

Exclusive Benefits:

- Inclusion in press release
- 8 VIP passes

# \$2,000

## General Admission Sponsor\*

Exclusive Benefits:

- Inclusion in press release
- Opportunity to add item to all GA tasting glasses (700)
- 6 VIP passes

## Crowd Gate Covers\*

Exclusive Benefits:

3-Year Commitment: \$2,000 first year;  
\$1,500 second and third years

- Logo featured on Crowd Gate Covers
- 6 VIP passes

### \$2,500 and \$2,000 Sponsorship Benefits:

- Large banner on fence near entrance
- Logo on Ticket Ordering Page
- Booth/table space during event
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)
- Logo (linked) in event emails (min. two)
- Logo (linked) on BrewFest webpage
- Named (linked) in online schedule

# \$1,750

# COMMUNITY CHAMPION

## Sunglasses Sponsor\*

Exclusive Benefits:

- Logo on sunglasses included in VIP swag bags

# \$1,500

## Trash Can Cover Sponsor\*

Exclusive Benefits:

- Logo featured on Trash Can Covers

## Picnic Table Sponsor\*

Exclusive Benefits:

- Logo decal on 10 picnic tables
- Logo banner on perimeter fence

## Music Sponsor\*

Exclusive Benefits:

- Large banner near band(s)

### \$1,750 and \$1,500 Sponsorship Benefits:

- Inclusion in press release
- 6 VIP passes
- Logo (linked) in event emails (min. two)
- Logo (linked) on BrewFest webpage
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)

\* 1 available. First right of refusal to last year's sponsor

SKOWHEGAN

# CRAFT BREW FEST

2026 SPONSORSHIP OPPORTUNITIES

# \$1,500

## COMMUNITY CHAMPION

### Best in Brew Sponsor\*

Exclusive Benefits:

- Logo on the Best in Brew voting form provided to 1,300+ attendees
- Logo banner on perimeter fence

### Event Ticket Sponsor\*

Exclusive Benefits:

- Logo on all ticket pages provided to 1,300+ attendees
- Logo banner on perimeter fence

### Wristband Sponsor\*

Exclusive Benefits:

- Logo on all wristbands provided to 1,300+ attendees
- Logo banner on perimeter fence

#### \$1,500 Sponsorship Benefits:

- Inclusion in press release
- 6 VIP passes
- Logo (linked) in event emails (min. two)
- Logo (linked) on BrewFest webpage
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)

# \$1,200

## TRAILBLAZERS

### Brewer Gift Bag Sponsor\*

Exclusive Benefits:

- Logo on swag bags (co-branded with BrewFest logo) given to all brewers and unlimited promo materials inside (category exclusivity)

### Games Sponsor\*

Exclusive Benefits:

- Logo on Cornhole boards (2) and Jenga board)

### Misting Tent Sponsor\*

Exclusive Benefits:

- Logo banner at misting station

### Wayfinding Sponsor\*

Exclusive Benefits:

- Logo on 4 wayfinding maps located on festival grounds

#### \$1,200 Sponsorship Benefits:

- Inclusion in press release
- 4 VIP passes
- Logo (linked) in event emails (min. two)
- Logo (linked) on BrewFest webpage
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)

\* 1 available. First right of refusal to last year's sponsor

SKOWHEGAN  
**CRAFT BREW FEST**

2026 SPONSORSHIP OPPORTUNITIES

**\$1,000**

**PATHFINDER**

**Ticket Package [Unlimited]**

*Exclusive Benefits:*

- 6 VIP passes
- Logo banner on perimeter fence

**\$650**

**Media Package Sponsor [Unlimited]**

*Exclusive Benefits:*

- 2 general admission passes

**\$1,000 and \$650 Sponsorship Benefits:**

- Logo (linked) in event emails (min. two)
- Name listed on BrewFest webpage
- Facebook promotion (boosted posts to Augusta, Bangor, Boston, and Portland)

**\$300**

**FRIENDS OF SKOW**

**Tent Package [Unlimited]**

- Sponsor of and signage on one brewer tent
- 2 general admission passes

**\$250**

**Perimeter Fence Package [Unlimited]**

- Logo banner on perimeter fence
- 2 general admission passes

**\$125**

**VIP Gift Bag item [Unlimited]**

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

**\$100**

**Brewer Gift Bag Item [Unlimited]**

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



SKOWHEGAN  
**CRAFT BREW FEST**

2026 SPONSORSHIP OPPORTUNITIES