



Beericana 2015 Sponsorship Opportunities

September 12, 2015, Sugg Farm Park, Holly Springs

Beericana Title Sponsor - \$20,000 (only one available)

- "Beericana presented by _____" ads and branding
- Exclusive outlet for in-person Beericana ticket sales
- Special guest appearance on the 919 Beer podcast the week before the event
- 30 second commercial on 919 Beer podcast for four weeks leading up to Beericana
- Main sponsor at the Beericana media night to kick off ticket sales
- Participation in the monthly Beericana beer releases (in planning)
- Push notification ad the day of Beericana on the Beericana app (1000 downloads at 2014 festival)
- Choice vendor location at Beericana to maximize visibility and interaction with patrons
- Co-branding opportunities in our radio and print ads (with media partner approval)
- Logo on Beericana Banners at the Beericana Music Stage
- Logo on Beericana Banners at Main Entrance and Exit
- Logo on website, social media messaging, e-newsletter promotions & print ads
- Logo featured on directory distributed to all event patrons
- Logo on press release and mention in press release
- Weekly mentions on 919 Beer and Beericana Facebook, Twitter, Instagram and other social media outlets during July and August
- Announcement from the Beericana Music Stage thanking you for your sponsorship
- Ten SPECIAL GUEST passes with admission to:
 - o Brewers dinner and bottle share on Friday night at Aviator Brewery
 - o Brewers tent where food will be served during the festival
 - o Festival VIP private tent with private bathrooms
 - o Five SPECIAL GUEST Parking passes

VIP Tent Sponsor \$15,000 (only one available)

- Company name and logo at VIP Entrance and Exit
- Space inside VIP tent where you can interact directly with our VIP patrons
- Sponsor for Beericana media night
- Logo on Beericana banners at the Beericana Music Stage
- Logo on Beericana banners at the Beericana Entrance and Exit
- Logo on website, social media messaging, e-newsletter promotions & print ads
- Logo featured on directory distributed to all event patrons
- Weekly mentions on 919 Beer and Beericana Facebook, Twitter, Instagram during July and August
- Company name mentioned and logo featured in the Beericana press release
- Announcement from the Beericana Music Stage thanking you for your sponsorship
- Ten SPECIAL GUEST passes with admission to:
 - o Brewers dinner and bottle share on Friday night at Aviator Brewery
 - o Brewers tent where food will be served during the festival
 - o Festival VIP private tent with private bathrooms
 - o Five SPECIAL GUEST Parking passes

PRESENTED BY



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Festival Water Bottle Sponsor \$6,000 (only one available)

- Company logo on 10,000 bottles of water that are available at no charge to festival patrons
 - Logo on Beericana Banners at the Entrance and Exit
 - Logo on website, social media messaging, e-newsletter promotions & print ads
 - Logo featured on directory distributed to all event patrons
 - Four mentions on 919 Beer and Beericana Facebook, Twitter, Instagram and other social media
 - Logo in e-newsletter promotions
 - Mention in press release
 - Announcement from the Beericana Music Stage thanking you for your sponsorship
 - Six SPECIAL GUEST passes with admission to:
 - Brewers dinner and bottle share on Friday night at Aviator Brewery
 - Brewers tent where food will be served during the festival
 - Festival VIP private tent with private bathrooms
 - Three SPECIAL GUEST Parking Passes
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Transportation Sponsor- \$5,000 (only one available)

- Promoted as the official ride home from Beericana
 - Your company card in every sampling glass handed to patrons
 - Push notification ad day of Beericana on the Beericana app (1000 downloads at 2014 festival)
 - Logo, name, phone number and web address on handout to festival patrons (4500-5000 expected)
 - Onsite signage with contact info
 - 919 Beer podcast sponsor for the two weeks before Beericana asking patrons to pre-book rides
 - Logo on Beericana Banners at the Entrance and Exit
 - Logo on website, social media messaging, e-newsletter promotions and print ads
 - Logo featured on directory distributed to all event patrons
 - Daily mentions on 919 Beer and Beericana Facebook, Twitter, Instagram and other social media outlets for two weeks prior to Beericana
 - Logo in e-newsletter promotions and press release
 - Announcement from the Beericana Music Stage thanking you for your sponsorship
 - Four SPECIAL GUEST passes with admission to:
 - Brewers dinner and bottle share on Friday night at Aviator Brewery
 - Brewers tent where food will be served during the festival
 - Festival VIP private tent with private bathroom
 - Two SPECIAL GUEST Parking Passes
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Wrist Band Sponsor- \$5,000 (only one available)

- Logo/Company name on all wristbands for festival patrons (4500-5000 expected)
 - Logo on Beericana Banners at the Entrance and Exit
 - Logo on website, social media messaging, e-newsletter promotions & print ads
 - Logo featured on directory distributed to all event patrons
 - Two mentions on 919 Beer and Beericana Facebook, Twitter, Instagram and other social media
 - Logo in e-newsletter promotions and press release
 - Announcement from the Beericana Music Stage thanking you for your sponsorship
 - Four SPECIAL GUEST passes with admission to:
 - Brewers dinner and bottle share on Friday night at Aviator Brewery
 - Brewers tent where food will be served during the festival
 - Festival VIP private tent with private bathroom
 - Two SPECIAL GUEST Parking Pass
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Festival Sampling Glass Sponsor \$3,500 (only one available)

- Company name and logo on 5,000 sampling glasses for all festival patrons
- Logo on Beericana Banners at the Entrance and Exit
- Logo on website, social media messaging, e-newsletter promotions & print ads
- Logo featured on directory distributed to all event patrons
- Four mentions on 919 Beer and Beericana Facebook, Twitter, Instagram and other social media
- Logo in e-newsletter promotions
- Mention in press release
- Announcement from the Beericana Music Stage thanking you for your sponsorship
- Two SPECIAL GUEST passes with admission to:
 - Brewers dinner and bottle share on Friday night at Aviator Brewery
 - Brewers tent where food will be served during the festival
 - Festival VIP private tent with private bathrooms
 - One SPECIAL GUEST Parking Pass

Everyone Will Go Potty Sponsor- \$2,500 (only one available)

- Co-Sponsor the first or second 919 Beer podcast after the event
 - Company logo on outside of doors and inside back wall of all toilets
 - Logo on Beericana Banners at the Entrance and Exit
 - Logo on website, social media messaging, e-newsletter promotions & print ads
 - Logo featured on directory distributed to all event patrons
 - Three mentions on 919 Beer and Beericana Facebook, Twitter, Instagram and other social media
 - Logo in e-newsletter promotions
 - Mention in press release
 - Announcement from the Beericana Music Stage thanking you for your sponsorship
 - Two SPECIAL GUEST passes with admission to:
 - Brewers dinner and bottle share on Friday night at Aviator Brewery
 - Brewers tent where food will be served during the festival
 - Festival VIP private tent with private bathrooms
 - One SPECIAL GUEST Parking Pass
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919 Sponsor- \$1,500 (only four available)

- Co-Sponsor the first or second 919 Beer podcast after the event
 - Logo on Beericana Banners at the Entrance and Exit
 - Logo on website, social media messaging, e-newsletter promotions & print ads
 - Logo featured on directory distributed to all event patrons
 - Three mentions on 919 Beer and Beericana Facebook, Twitter, Instagram and other social media
 - Logo in e-newsletter promotions
 - Mention in press release
 - Announcement from the Beericana Music Stage thanking you for your sponsorship
 - Two SPECIAL GUEST passes with admission to:
 - Brewers dinner and bottle share on Friday night at Aviator Brewery
 - Brewers tent where food will be served during the festival
 - Festival VIP private tent with private bathrooms
 - One SPECIAL GUEST Parking Pass
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Brewers' Friend Sponsor \$1,500 (only four available)

This is the ultimate sponsorship package to support the brewers. Your sponsorship will provide the brewers a special dinner and beer share on Friday night at Aviator Brewery and will also provide breakfast and lunch at the festival site in the brewers' tent.

- Company name and logo printed on stadium cups used at brewers dinner and brewers tent
 - Logo on Beericana Banners at the Entrance and Exit
 - Logo on website, social media messaging, e-newsletter promotions & print ads
 - Logo featured on directory distributed to all event patrons
 - Three mentions on 919 Beer and Beericana Facebook, Twitter, Instagram and other social media
 - Logo in e-newsletter promotions
 - Mention in press release
 - Announcement from the Beericana Music Stage thanking you for your sponsorship
 - Two SPECIAL GUEST passes with admission to:
 - Brewers dinner on Friday night at Aviator Brewery
 - Brewers tent where food will be served during the festival
 - Festival VIP private tent with private bathrooms
 - One SPECIAL GUEST Parking Pass
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Trash Can Sponsor- \$1,000 (only one available)

- Logo/Company name on 40 trash and recycle barrels spread throughout Sugg Farm
- Logo on Beericana Banners at the entrance and exit
- Logo on website, social media messaging, e-newsletter promotions & print ads
- Logo featured on directory distributed to all event patrons
- Two mentions on 919 Beer and Beericana Facebook, Twitter, Instagram and other social media
- Logo in e-newsletter promotions
- Mention in press release
- Announcement from the Beericana Music Stage thanking you for your sponsorship
- Two VIP passes for the festival

Beer Nerd- \$500

- Logo on website, social media messaging & e-newsletter promotions
- Logo featured on directory distributed to all event patrons
- Mention on 919 Beer and Beericana Facebook, Twitter and other social media outlets
- Company name in e-newsletter promotion
- Mention in press release
- Announcement from the Beericana Music Stage thanking you for your sponsorship
- Two VIP passes for the festival

For more information or to purchase a sponsorship package please contact:

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