

# BLACKSBURG BREW DO

Craft Beer Festival at First & Main

Saturday, October 30, 2010 Noon – 5:00PM

## Event Sponsor Information

The Blacksburg Partnership is pleased to announce the 2<sup>nd</sup> annual *Blacksburg Brew Do*, a craft beer festival, featuring beers from more than a dozen mid-Atlantic breweries, culinary delights from local restaurants, brewing demonstrations, live entertainment and the culmination of the 2nd annual Brew Do Home Brew Competition.

Our inaugural event in 2009 drew over 1,500 attendees and garnered considerable accolades from the media and community. Media exposure covered the New River and Roanoke Valleys and reached the entire state of Virginia.

You are cordially invited to join our select list of sponsors. The Festival will offer businesses a premium marketing opportunity to reach a broad audience. Blacksburg Brew Do will draw not only beer lovers from the New River Valley and beyond, but also many local people who enjoy the social opportunities of a community event.

Various sponsor packages are available and include a host of publicity and promotional opportunities for your business. Secure your sponsorship by August 15, 2010 by returning the enclosed application and deposit.

### Sponsorship Benefits

Expose your business to a sought after demographics in Southwest Virginia by associating your company's name with *Blacksburg Brew Do*.

- \* Your company name and logo will appear on event posters, postcards, advertisements and the event web site.
- \* Your company will be mentioned in media communications.
- \* A unique opportunity to gain access to the wide variety of people who enjoy craft brews, live music and local festivals.
- \* Grow your business by connecting with festival attendees.
- \* Collect information or demonstrate new products or services to an eager audience.
- \* Reward employees or loyal clients with entrance to a popular community event

### Festival Promotion

#### **Marketing to the New River Valley Community:**

We promote to the New River Valley through local media coverage, Save-the-Date cards, posters, flyers, banners, our website and an official festival guide.

**Marketing to Southwest Virginia:** Through media sponsorship, we will take advantage of all area media outlets including print, radio and television.

**Marketing to Craft Beer Lovers:** We will target craft beer and music lovers by posting on related event calendars, working directly with regional breweries, and beer publications.

# Sponsorships Available

## **GOLD SPONSORS**

**\$2,000**

- \* Name and logo on Save the Date cards and Invitations
- \* Name and logo in media releases, advertising, promotions and on website
- \* Prominent event signage
- \* Opportunity to distribute promotional products or information to guests
- \* Half page ad in festival guide
- \* VIP Tent with tables & chairs and 20 festival tickets

## **STAGE SPONSOR**

**\$1,250**

- \* Name and logo in advertising, promotions and on website
- \* Event signage on the Main Stage
- \* Opportunity to distribute promotional products or information to guests
- \* Half page ad in festival guide
- \* Reserved table and 10 festival tickets

## **SILVER SPONSORS**

**\$1,000**

- \* Name and logo in advertising, promotions, and on website
  - \* Event signage
  - \* Opportunity to distribute promotional products or information to guests
  - \* Name and logo featured in festival guide
  - \* Reserved table and 10 festival tickets
- \* Add a tent over your table for \$100

## **BRONZE TABLE SPONSOR**

**\$300**

- \* Name and Logo on the Brew Do website and in the festival guide
  - \* Reserved table and 8 festival tickets
- \* Add a tent over your table for \$100

## **FESTIVAL SUPPORT SPONSORS**

**NEGOTIABLE**

Event services for recognition. Examples may include:

Printing  
Equipment  
Media

## **PATRON SPONSOR**

**\$50**

2 festival tickets and a listing in Festival Guide

# Sponsorship Application



<input type="checkbox"/> Gold Sponsor	\$2,000
<input type="checkbox"/> Silver Sponsor	\$1,000
<input type="checkbox"/> Bronze Table Sponsor	\$ 300
<input type="checkbox"/> Contributing Sponsor	\$ Neg.
<input type="checkbox"/> Patron Sponsor	\$ 50



Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Deposit Enclosed: \$ \_\_\_\_\_

Signature: \_\_\_\_\_

Logo: Please submit your color logo in both jpeg and .eps vector format to [info@blacksburgbrewdo.com](mailto:info@blacksburgbrewdo.com)

Proceeds from this event will benefit the Blacksburg Partnership, a non-profit organization working to enhance the quality of life in Blacksburg. To learn more about the Blacksburg Partnership, visit [stepintoblacksburg.org](http://stepintoblacksburg.org)