



Saturday
October 24, 2009
Noon ~ 6:00pm

A Craft Beer Festival at First & Main

Become an
Event Sponsor

The Blacksburg Partnership, a non-profit economic development organization, announces Blacksburg Brew Do, the area's first ever craft beer festival. The event will be held at the First and Main Town Center on Saturday, October 24, 2009, from noon to 6:00 pm.

American craft brewing is a rapidly expanding industry. Brewers are often small, independent and traditional in the

way they produce beer. Blacksburg Brew Do will welcome the best in craft brewers from the Mid Atlantic region, offering dozens of varieties. The event promises a day of great beer tasting, food from Blacksburg's best restaurants, and live entertainment. And what's better than Blacksburg in the Fall?.

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.

Sponsor packages are available in a range of levels and include a host of publicity and promotional opportunities for your business. These packages are available on a first come, first served basis, so be sure to sign up early. Secure your sponsorship by August 15, 2009 by returning the enclosed application and deposit.

Sponsorship Benefits



Expose your business to the broad demographics of Southwest Virginia by associating your company's name with *Blacksburg Brew Do*.

- * Your company name and logo will appear on event posters, postcards, in advertisements and the event web site.
- * Your company will be mentioned in media communications.
- * Advertisement in the festival guide (Presenting and Gold only).
- * 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.
- * Have a presence for a day in the beautiful surroundings of Blacksburg's newest commercial district.

Festival Promotion

Blacksburg Brew Do will be promoted through extensive public relations efforts and media advertisements, which include print, radio, television and on-line communications. All Festival sponsors will be featured on the *Blacksburg Brew Do* website with hyperlinks to sponsor sites starting at the Bronze level.

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.

Marketing to the Region: The event will be promoted to the New River Valley and surrounding area through local media coverage, posters, fliers, banners, the web and an official festival guide.

Sponsorships Available



GOLD SPONSORS

\$2,000

- * Name and/or logo on posters, flyers and other printed materials
- * Name and/or logo in media releases, advertising, promotions and the festival guide
- * Logo in premier position on web home page and sponsor page
- * Event signage
- * Half page ad in the Festival Guide
- * Opportunity to distribute promotional products or information
- * VIP Tent with tables & chairs and 20 festival tickets

SILVER SPONSORS

\$750

- * Name and/or logo in advertising, promotions and the festival guide
- * Logo on web home page and sponsors page
- * Event signage
- * Reserved table and chairs
- * 10 festival tickets

BRONZE TABLE SPONSORS

\$300

- * Name and/or logo in the festival guide
- * Logo on website sponsor page
- * Event signage
- * Reserved table and chairs
- * 8 festival tickets

CONTRIBUTING SPONSORS

Negotiable

Event services for recognition. Examples may include printing, equipment, materials, media, etc.

Sponsorship Application



Levels of Sponsorship	
<input type="checkbox"/> Gold Sponsor	\$2,000
<input type="checkbox"/> Silver Sponsor	\$ 750
<input type="checkbox"/> Bronze Table Sponsor	\$ 300
<input type="checkbox"/> Contributing Sponsor	\$ Neg.



Notes to applicants:

- * Sponsorship is offered on a first come, first served basis.
- * To secure your sponsorship level for the 2009 Blacksburg Brew Do complete and return this form along with a 50% deposit.
- * The application must be received by August 15, 2009.
- * The balance is due in full on September 15, 2009.
- * Make all checks payable to The Blacksburg Partnership and send to the address below.

For more information or to discuss sponsorship opportunities, contact:

The Blacksburg Partnership
Blacksburg Brew Do
506 South Main St.
Blacksburg, VA 24060
(540) 443-2008
info@blacksburgbrewdo.com

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

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