



# Cadillac's Craft Beer Festival

## Sponsor Opportunities

September 22, 2018

**ALE LEVEL** -                      **\$200.00**                      **DEADLINE: September 8**

At the "Bronze level", the sponsor is granted:

- the company name will appear in **script**, on our website, with link
- the company name will appear in script on back of the T-shirts

**LAGER LEVEL** -                      **\$500.00**                      **DEADLINE: August 1**

At the "Silver level", all of the above applies, plus:

- 10' of horizontal banner display area in the event area and on the outside of the fenced area, banner(s) to be provided by sponsor
- The company **logo** will appear under the Silver Sponsor heading on the FB page, promotional beer guide handed to ALL entrants, and in larger print on the back of the T-shirts

**MALT LEVEL** -                      **\$1,000.00 +**                      **DEADLINE: July 1**

At the "Gold level", all of the above applies, plus:

- the sponsor's name and company **logo** is given top billing and the largest print on the t-shirt, and facebook page
- the company logo will appear on the event ticket, social media and digital media with logo link
- the logo will be on the promotional posters
- on a first come, first serve basis a MALT Level Sponsor can be the presenting sponsor of the Home Brew Contest, Music Tent, Games, Entrance Tent, Photo Booth, as negotiated and available...

### **GENERAL RULES**

In most cases, sponsor levels can be a combination of cash, cash plus in-kind services, or in-kind services, agreed to at the time of application. **Payment and attached sponsorship form must be received prior to Deadline noted above** for Sponsors to gain the most exposure in sponsorship. If payment is received after that date, there will be no guarantee that the sponsors information will appear on any of the 'Cadillac's Craft Beer Festival' promotional material.

*Sponsors may be given permission to use the 'Cadillac's Craft Beer Festival' logo from the Committee. In all cases, 'Use of the CCBF logo' remains the sole decision of the Downtown Cadillac Association Board of Directors. All media advertisements shall be submitted for final review prior to permission being granted for use by all sponsors desiring to use the CCBF logo or any facsimile of the CCBF logo. In the case that the sponsor will be marketing any given item with the 'CCBF' logo, a 25% commission of gross profit will be assessed on each item sold.*



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Yes, please sign us up for the following Sponsorship *(check your sponsorship and write in the amount below)*:

- Bronze: \$200.00
- Silver: \$500.00 (e-mail logo)
- Gold: \$1,000.00 plus (e-mail logo)

Business Name: \_\_\_\_\_

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

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

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

\_\_\_\_\_

Please indicate your payment option:

- Check is enclosed, make payable to:
  - Downtown Cadillac Association, Att: CCBearFest , 201 N. Mitchell Street, Cadillac, Michigan, 49601
- Please send us an invoice (please fax this form to 231-779-5933)

Please e-mail your company logo to [joyvandrie@gmail.com](mailto:joyvandrie@gmail.com) in high res jpg, or eps format

*The Cadillac's Craft Beer Festival is organized by the Downtown Cadillac Association (501C6), additional tax donation information can be obtained by e-mailing your request to [joyvandrie@gmail.com](mailto:joyvandrie@gmail.com)*

Event information will be listed on: [www.downtowncadillac.com](http://www.downtowncadillac.com) [www.cbeerfest.com](http://www.cbeerfest.com)

[www.facebook.com/visitcadillac](http://www.facebook.com/visitcadillac) [www.facebook.com/cadillaccraftbeerfestival](http://www.facebook.com/cadillaccraftbeerfestival)