



SEPTEMBER 28, 2024

Sponsorship Opportunities

ccbeerfest.com





we want


... TO BE A PART OF THIS FAN
FAVORITE EVENT IN CADILLAC!



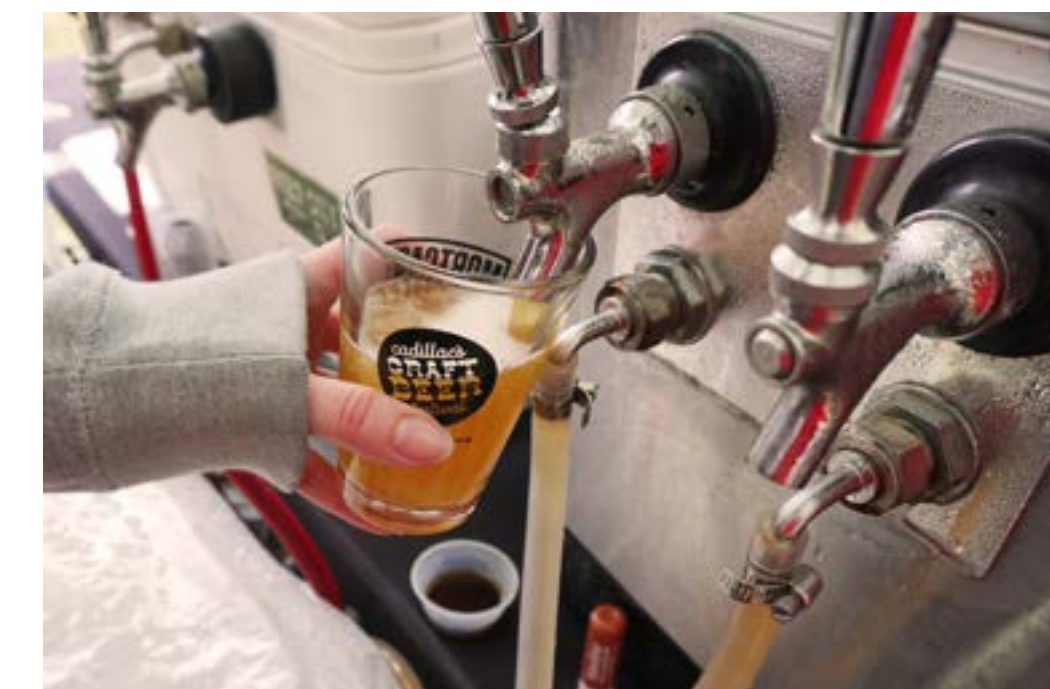
CCBeerFest has been growing steadily and 2024 will be no different. Having executed the most successful beerfest to date in 2023, the opportunity has come for more growth and improvements as we set our goals a little higher as one of the premier beer festivals in all of Michigan!

Our sponsors make it possible for us to keep the festival authentic and the atmosphere unique and festive to locals and tourists alike. We're dedicated to finding the donation option that works best for you. We hope you will join our growing sponsor family as this year we are looking to execute another successful "fun"d-raising event.

We stand tall on the shoulders of many local volunteers and sponsors to help us build the best little beerfest in our backyard.

Cadillac Area Festivals & Events, a 501c3 non-profit organization dedicated to supporting area festivals & events for economic growth.

Reinvesting In Cadillac
Since 2015, the
CCBeerFest has raised nearly \$20,000 for both local infrastructure projects and non-profits!





more in
24

**FUNDS THIS YEAR WILL BE
FORWARDED TO JAM & BREAD
AS WELL AS THE CADILLAC AREA
FESTIVALS & EVENTS ORGANIZATION.**



We are fortunate enough to have used festival proceeds to reinvest into our downtown, including improvements to the streetscape, the Cadillac Commons space and even a Downtown Dollars voucher match through the Cadillac Area Chamber of Commerce.

But after 10+ years of steady growth and reinvestment into the festival, we are now ready to make a bigger commitment and create more positive impacts on the local festivals & events scene.

We are excited to announce that this year, proceeds from the Cadillac Craft Beer Festival will go to support a new non-profit in the area, **Jam & Bread**, as well as continued contributions to Cadillac Area Festivals & Events (CAFE is a 501c3 non-profit that works to support local festivals). These CAFE funds will then be granted to many of our favorite local festivals, to ensure their sustainability for years to come.

By sponsoring this event, you'll be contributing to the growth and sustainability of a very worthy local charity in Jam & Bread as well as local festivals and events in the greater Cadillac area that bring us so much fun and entertainment throughout the year.

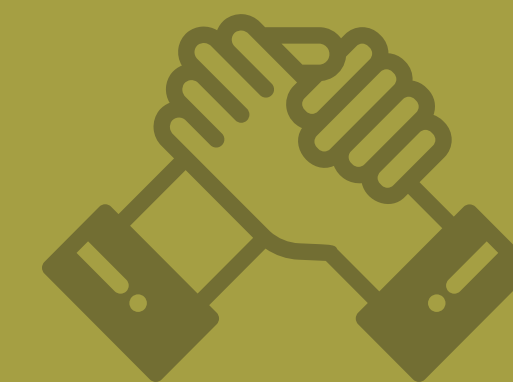
Jam & Bread is a 501(c)3 organization providing a mentorship program for students to explore their interests and expand their skill sets. J&B was developed to provide a safe space for youth (ages 7 to 17) from all backgrounds to learn music, crafts, arts, job, and life skills. Adults mentor youth to learn new skills and develop their craft while earning an income through local community events and vendor opportunities. Learn more at: jamandbreadmi.com

So join us in raising your glasses in celebration, and let's make a difference together while enjoying another memorable and unique Cadillac experience this fall.



partner with us

**COMMIT BEFORE SUBMISSION
DEADLINES TO ENSURE FULL
SPONSOR BENEFITS**



Thank you to our 2023 presenting sponsor



WEIZEN

\$5,000 (limit of one)
DEADLINE: June 1

At this top level,
the sponsor is granted:

- Branded VIP tent area with seating, plus 6 VIP Beer Geek Tickets and 4 General Admission tickets.
- Company logo on all print, digital ads and marketing materials, including any tv and radio.
- 10' of hanging banner display area in the event; banner not provided.
- Social media mentions, top billing on the website & digital promotions, plus music stage shout-outs.

MUSIC STAGE SPONSOR

\$3,000 (limit of one)
DEADLINE: August 1

The sponsor is granted:

- 6 VIP Beer Geek tickets & company logo on all print and digital ads and marketing materials.
- 10' of hanging banner display near the music stage; banner not provided.
- Social media mentions and prominent billing on the website & music stage shoutouts.

MEDIA PARTNER

\$2,500 (In-kind, value negotiable). This partnership is customized on a first-come, first-serve basis.

YARD GAMES SPONSOR

\$1,500 (limit of one)
DEADLINE: August 1

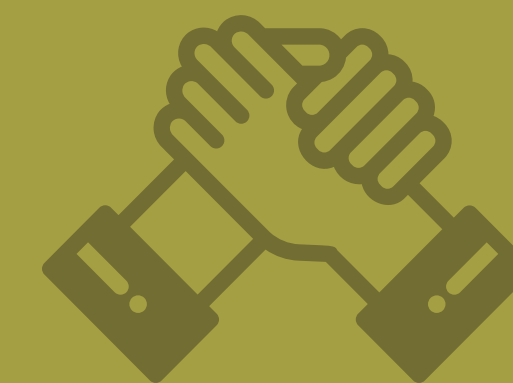
The sponsor is granted:

- 4 VIP Beer Geek tickets & company logo on all print and digital ads and marketing materials.
- 10' of hanging banner display area in the event area; banner not provided.
- Social media mentions and prominent billing on the website & music stage shoutouts.



partner WITH US

**COMMIT BEFORE SUBMISSION
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SPONSOR BENEFITS**



PINT

\$1,000

DEADLINE: August 1

The sponsor is granted:

- Company logo will appear on the back of festival shirts and linked on our website.
- Social media and music stage shoutouts.
- 10' of hanging banner display in the event area; banner not provided.
- 2 VIP Beer Geek tickets and 2 General admission tickets.

BEER MUG

Up to \$500

DEADLINE: September 20

The sponsor is granted:

- Company name will appear in script on the back of festival shirts and linked on our website.
- Social media and music stage shoutouts.
- 2 General Admission tickets.

TASTER

Up to \$250

DEADLINE: September 20

The sponsor is granted:

- Company name in script on our website with backlink.
- Social media shoutout.
- 2 General Admission tickets.



advertising BENEFITS



INVEST IN CCBEERFEST 2024

- Marketing with amazing digital media partners as well as radio, TV & print.
- Get in front of 2,000 festival goers onsite.
- Connect with our loyal audience on Facebook with 5,500 followers as well as 600,000 impressions and views through our year-round social and digital marketing efforts in 2023.
- Opportunities to activate your brand at the event with booth space or by presenting elements of the event that are meaningful to you; from VIP amenities to games and even the music stage.
- The massive “feel good” feeling that you helped support the best little beerfest in your own backyard and pushes the brand of Cadillac forward with a quality experience that drives both tourism & local economic growth.

OTHER OPPORTUNITIES

- Food & Beverage (Hospitality Station)
- Media/Advertising
- Printing
- Transportation
- Lodging
- VIP Beer Geek Swag Bag Stuffers
- Furnishings/Decor/Linens
- Trophies
- Or just sign up to volunteer on our website