



## Cadillac's Craft Beer Festival 2024 Sponsorship Opportunities

### **Taster – (unlimited spaces available)**

**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.

### **Beer Mug – (unlimited spaces available)**

**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.

### **Pint – (unlimited spaces available)**

**\$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.

### **Yard Games Sponsor – (limit of one)**

**\$1,500**

**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.

**Media Sponsor - (In-kind, value negotiable).** This partnership is customized on a first-come, first-serve basis.

### **Music Stage Sponsor – (limit of one)**

**\$3,000**

**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.

### **Weizen - (Presenting sponsor, limit of 1)**

**\$5,000**

**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.



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## **GENERAL RULES & SPONSOR AGREEMENT**

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 sponsor information will appear on any of the festival's promotional material.

*Sponsors may be given permission to use the 'Cadillac's Craft Beer Festival' logo upon request. In all cases, use remains at the sole discretion of the CCBerFest Committee. 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.*

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

- Taster: \$250                       Beer Mug: \$500
- Pint: \$1,000 (email logo)    Yard Games: \$1,500 (email logo)
- Media: \$\_\_\_\_\_ (email logo)  Music Stage: \$3,000 (email logo)

### **Presenting Sponsor**

- Weizen: \$5,000 (e-mail logo)

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

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

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

Please indicate your payment option:

- Check is enclosed, make payable to:  
**Cadillac Area Festivals & Events**  
Attn: CCBerFest  
201 N. Mitchell Street - Suite 102  
Cadillac, MI 49601

- Please send an invoice to [marci@cadillacmichigan.com](mailto:marci@cadillacmichigan.com)

Please email hi-res company logo to [lindsey@bitsocialmedia.com](mailto:lindsey@bitsocialmedia.com) (.jpg, .png, .pdf or .eps)