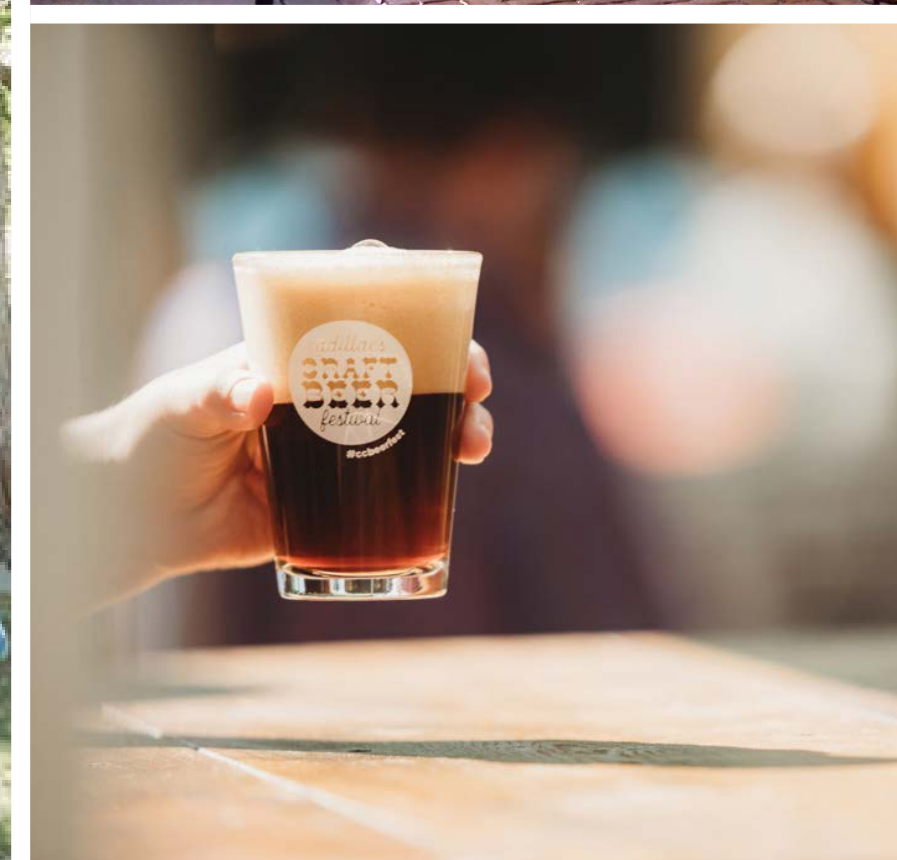
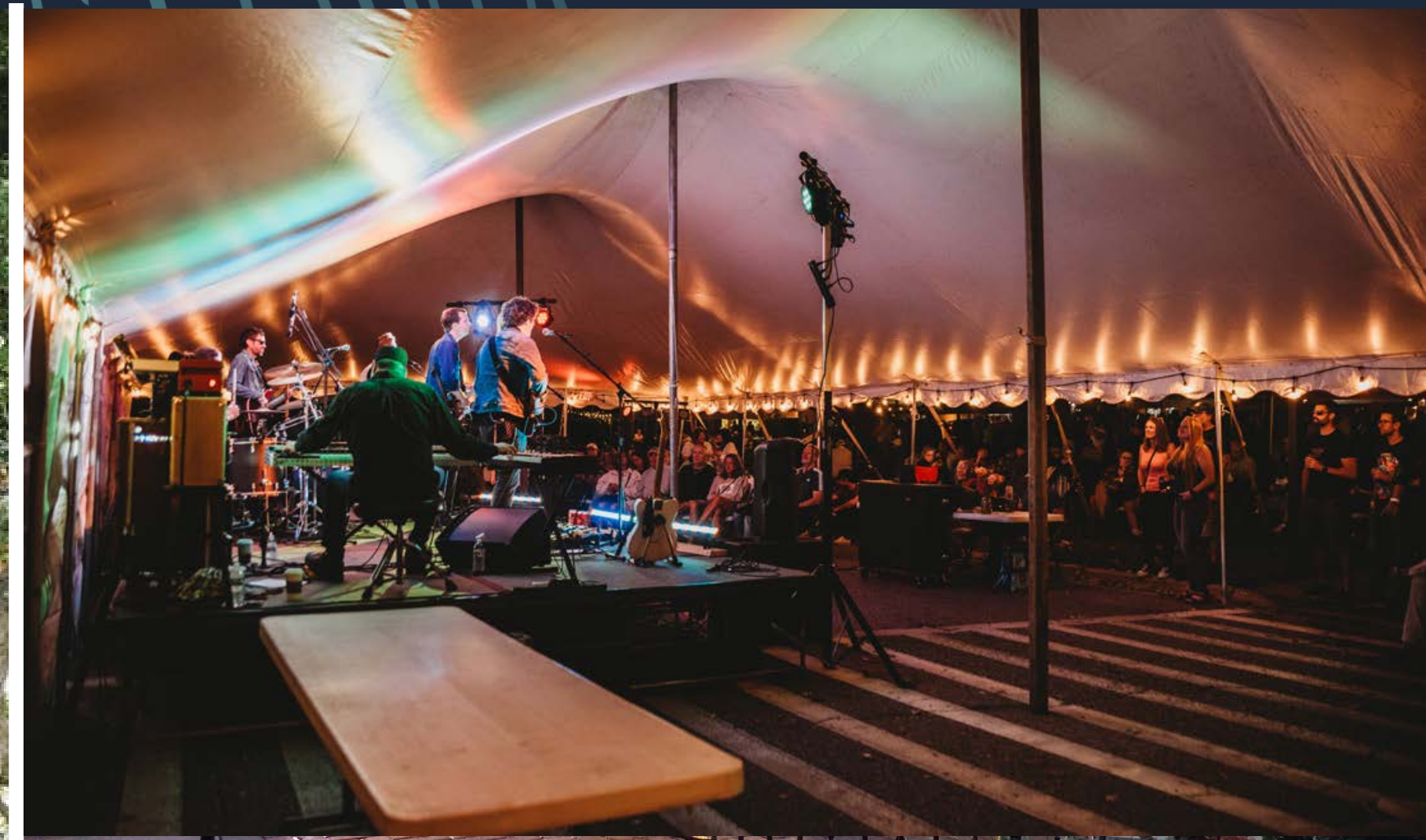




**SEPTEMBER 13, 2025**  
**Sponsorship Opportunities**  
[ccbeerfest.com](http://ccbeerfest.com)







*we want*  
**you**

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



CCBeerFest has been growing steadily and 2025 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 small town 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.

Financials for the Cadillac Craft Beer Festival are administered by Cadillac Area Festivals & Events, a 501c3 non-profit organization dedicated to supporting area festivals & events for economic growth.





# thrive in 25

**A TOAST TO CREATIVITY: SUPPORTING LOCAL  
ARTS THROUGH FESTIVAL PROCEEDS**



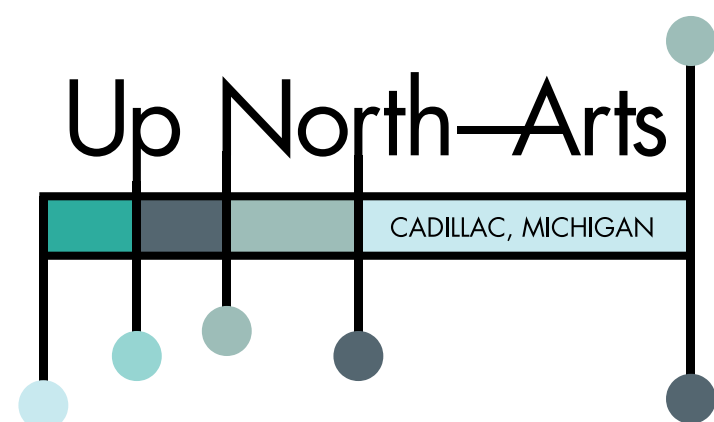
Over the years, proceeds from the Cadillac Craft Beer Festival have gone beyond the taps and tents—helping to enhance our downtown through streetscape improvements, Cadillac Commons amenities, and local business support like the Downtown Dollars voucher match through the Cadillac Area Chamber of Commerce. After more than a decade of growth, we remain committed to investing in the Cadillac community and creating ripple effects that reach far beyond the festival grounds.

This year, we are proud to announce a new recipient of our community grant: Up North Arts.

Proceeds from this year's festival will help fund art supplies for youth classes and community events hosted by Up North Arts—ensuring kids across our region have access to creative opportunities that spark imagination and inspire

lifelong engagement with the arts. By sponsoring this event, you're directly contributing to a thriving, creative community. Your support will help provide paint, paper, brushes, and more to young artists who are discovering their voice and building confidence through artistic expression.

So let's raise a glass not only to great beer and a great time—but to great impact. Together, we can nurture the next generation of creators right here in Northern Michigan.



Scan this code for the  
Up North Arts website!







partner  
with us

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



**Thank you to our 2024  
presenting sponsor!!**

## **KEG Presenting Sponsor**

\$5,000 (Limit of 1)  
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.

## **Growler 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 (unlimited)  
Deadline: March 1

## **Tulip 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  
DEADLINES TO ENSURE FULL  
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.

## 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

\$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.

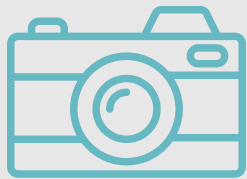
## OTHER OPPORTUNITIES

- 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





# advertising BENEFITS



### MEDIA SPONSORSHIP \$2,500

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



### OTHER OPPORTUNITIES

- Food & Beverage (Hospitality Station)
- Media/Advertising
- Printing
- Transportation
- Lodging
- Furnishings/Decor/Linens
- Trophies
- Or just volunteer!



**KEG  
PRESENTING  
SPONSOR  
\$5000**  
Limit of 1  
Deadline June 1



**GROWLER  
MUSIC  
SPONSOR  
\$3000**  
Limit of 1  
Deadline AUG 1



**TULIP  
YARD GAMES  
SPONSOR  
\$1500**  
Limit of 1  
Deadline AUG 1



**PINT  
\$1000**  
Unlimited spaces  
Deadline AUG 1



**MUG  
\$500**  
Unlimited spaces  
Deadline AUG 1



**TASTER  
\$250**  
Unlimited spaces  
Deadline AUG 1

	KEG PRESENTING SPONSOR \$5000 Limit of 1 Deadline June 1	GROWLER MUSIC SPONSOR \$3000 Limit of 1 Deadline AUG 1	TULIP YARD GAMES SPONSOR \$1500 Limit of 1 Deadline AUG 1	PINT \$1000 Unlimited spaces Deadline AUG 1	MUG \$500 Unlimited spaces Deadline AUG 1	TASTER \$250 Unlimited spaces Deadline AUG 1
BRANDED VIP TENT AREA WITH SEATING	X					
FIRST CALL EARLY ENTRY TICKETS	6	6	4	2		
GENERAL ADMISSION TICKETS	4			2	2	2
LOGO ON PRINT, DIGITAL ADS & MARKETING MATERIALS	X	X	X	X		
10’ BANNER DISPLAY AREA IN THE EVENT BANNER NOT PROVIDED.	X	X	X	X		
SOCIAL MEDIA MENTIONS	X	X	X	X	X	1
WEBSITE & DIGITAL PROMOTIONS	TOP BILLING	PROMINENT BILLING	PROMINENT BILLING	X	X	X
MUSIC STAGE SHOUT-OUTS	X	X	X	X	X	
BUSINESS LOGO ON VOLUNTEER SHIRT	X	X	X	X		
BUSINESS NAME ON VOLUNTEER SHIRT					X	X
BEER FEST WEBSITE BACKLINK	X	X	X	X	X	X