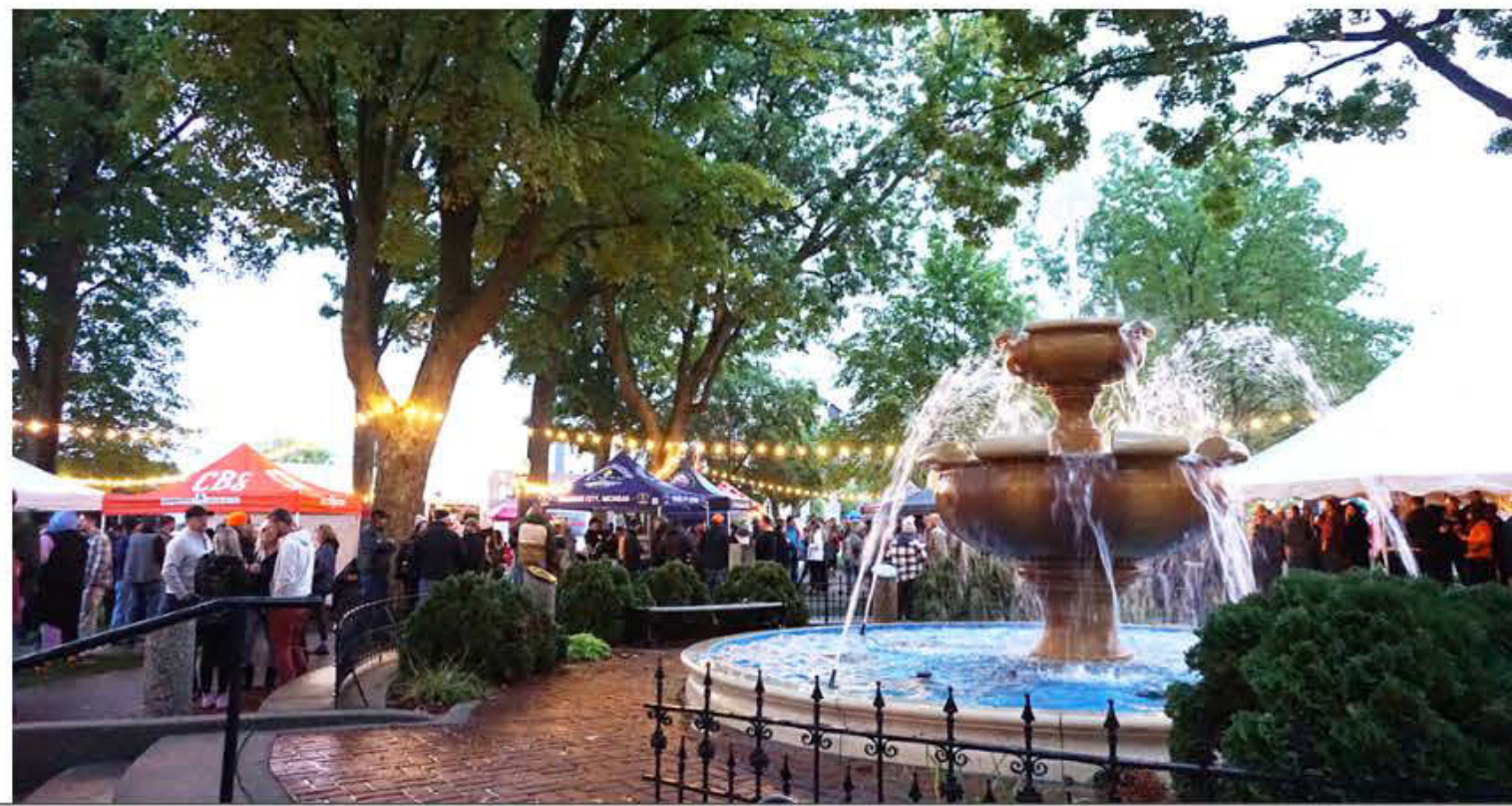


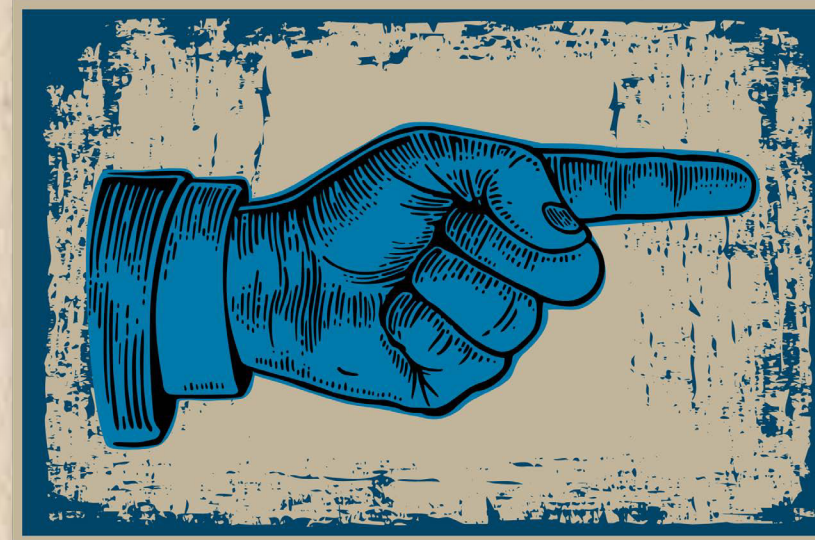


SEPTEMBER 26, 2026

Sponsorship Opportunities

ccbeerfest.com





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



CCBeerFest has been growing steadily and 2026 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.

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

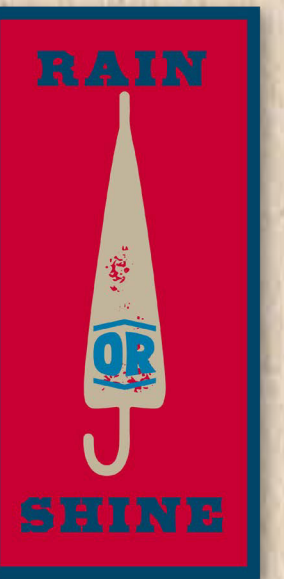
Reinvesting in Cadillac since 2015, the **CCBeerFest has raised nearly \$34,000** for local infrastructure projects and non-profits!





brick by brick in 2026

FUNDS THIS YEAR WILL BE FORWARDED TO DOWNTOWN
CADILLAC ASSOCIATION AS WELL AS THE CADILLAC AREA
FESTIVALS & EVENTS ORGANIZATION
ccbeerfest.com



We have been fortunate enough to be in a position to use festival proceeds to make purchases over the years that have benefited our downtown including improvements to the streetscape, 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 the Downtown Cadillac Association, 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.

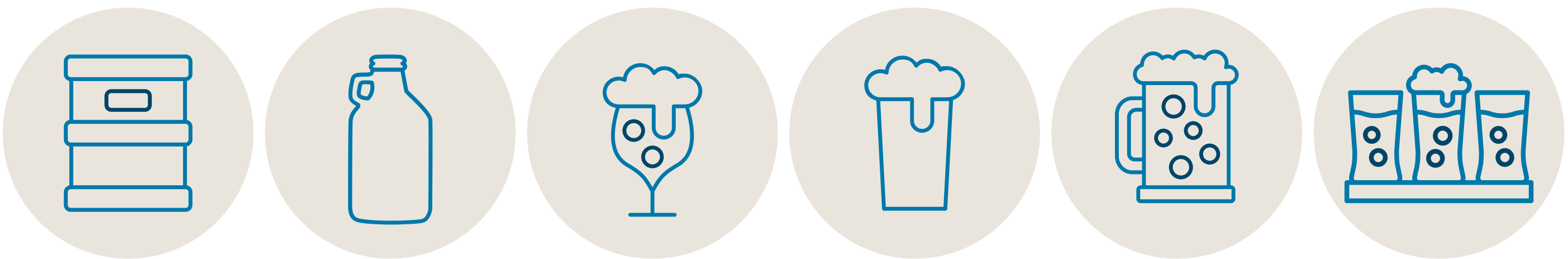
By sponsoring this event, you'll be contributing to the growth and sustainability of our downtown beautification as well as local festivals and events in the greater Cadillac area that bring us so much fun and entertainment throughout the year.

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.



2026 Sponsorship Opportunities & Benefits

Commit before submission deadlines to ensure full sponsor benefits.



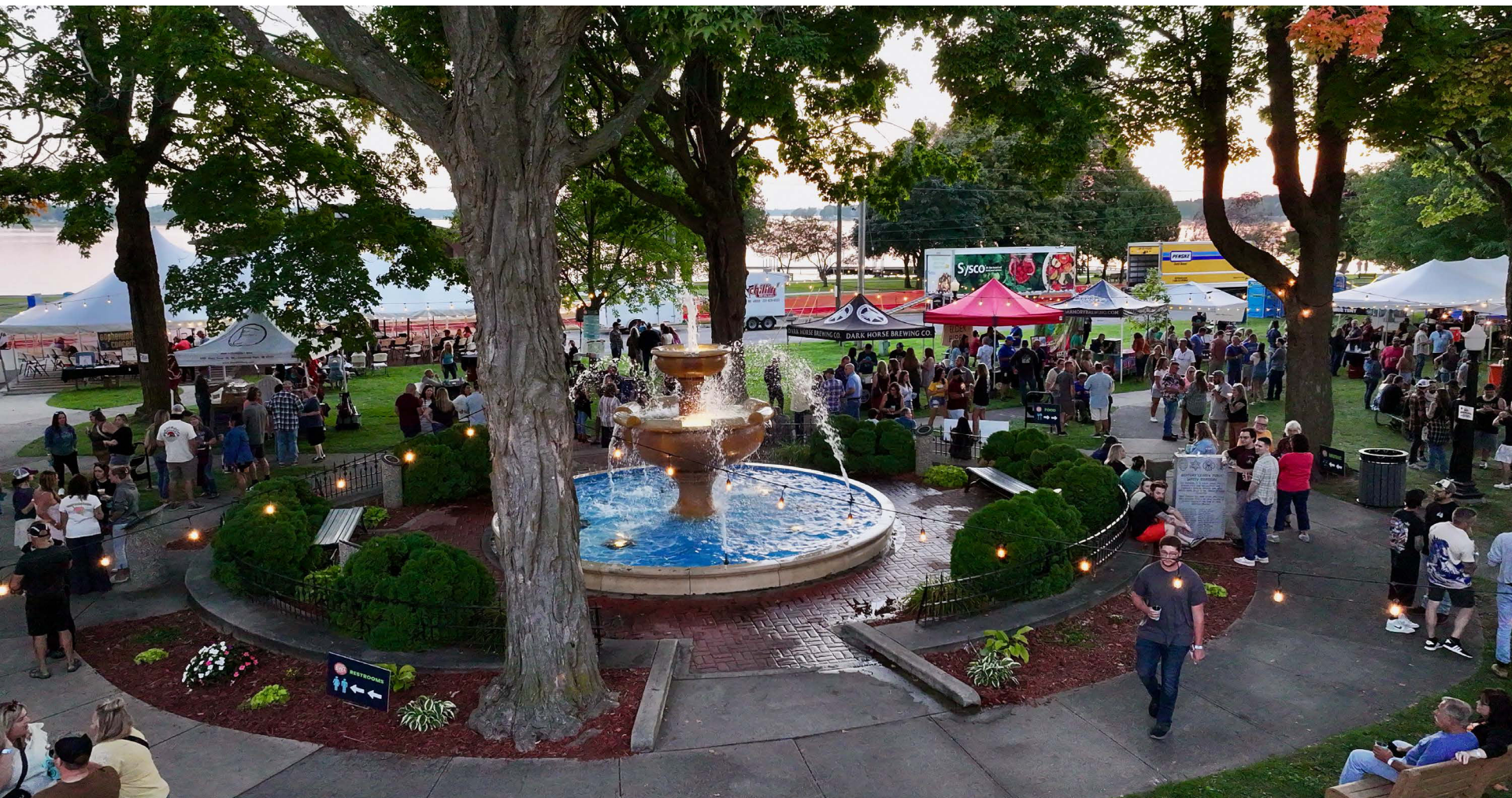
	KEG PRESENTING SPONSOR \$8000 Limit of 1 Deadline June 1	GROWLER MUSIC SPONSOR \$5000 Limit of 1 Deadline AUG 1	TULIP YARD GAMES SPONSOR \$2000 Limit of 1 Deadline AUG 1	PINT \$1000 Unlimited spaces Deadline AUG 1	MUG \$500 Unlimited spaces Deadline AUG 1	TASTER \$250 Unlimited spaces Deadline AUG 1
VIP TENT AREA WITH SEATING	X					
FIRST CALL EARLY ENTRY TICKETS	6	6	4	2		
GENERAL ADMISSION TICKETS	4			2	2	2
LOGO ON ALL PRINT, DIGITAL ADS & MARKETING MATERIALS, INCLUDING TV & RADIO.	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	X
LOGO ON VOLUNTEER SHIRT	X	X	X			
BUSINESS NAME (TEXT) ON VOLUNTEER SHIRT				X	X	X
BEER FEST WEBSITE BACKLINK	X	X	X	X	X	X

OTHER OPPORTUNITIES

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



advertising BENEFITS



INVEST IN CCBEERFEST 2026

- Marketing with amazing digital media partners as well as earned media.
- Get in front of 2,000 festival goers onsite.
- Connect with our loyal audience on Facebook with 5,900 followers as well as 600,000 impressions and views through our year-round social and digital marketing efforts in 2026.
- 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.