



# Pacific Northwest Brew Cup

## 2019 Sponsorship Opportunities

*Each year on the last full weekend of September, thousands of beer lovers converge along Astoria's historic riverfront to enjoy live music, over three dozen Oregon craft brews, and offerings from the best food carts on the North Coast.*

*Sponsorship of this event is offered on a first-come first-served basis; we welcome creative ideas and ways to diversify sponsorship benefits. If you don't see what you're looking for, call Sarah Lu (503-971-7940) to schedule a discussion.*

### **Presenting Sponsor - \$5,000 - SOLD**

- Co-branding with the PNW Brew Cup: All promotional materials will brand the 2019 event as "The Pacific Northwest Brew Cup presented by Your Company" on-air and in print
- Co-branded banners (up to three) displayed at entrance of the event and other prominent locations
- Two full-page ads in the PNW Brew Cup program
- Three social media stories
- 40 Brew Cup Glasses and 80 Tokens (40 entries to the event, with two tastings per entry)

### **Cicerone Sponsor - \$3,000**

- Opportunity to provide logo'd tents for beer service areas
- Your logo on Festival Map in PNW Brew Cup program
- Your logo on all Brew Cup promotional materials
- Full page ad in the PNW Brew Cup Program
- Two social media stories, including Beer Lineup Press Release recognition
- 40 Brew Cup Glasses and 80 Tokens (20 entries to the event, with two tastings per entry)

### **Music Stage Sponsor - \$3,000 SOLD!**

- Your banner displayed on the PNW Brew Cup Music Stage
- Your logo or company name prominently displayed on all PNW Brew Cup promotional material
- Hourly "shout-outs" from the emcee, promoting your generous sponsorship
- Your logo on the festival map at the Music Stage area
- Full page ad in the PNW Brew Cup program
- Three social media stories
- 40 Brew Cup Glasses and 80 Tokens (40 entries to the event, with two tastings per entry)

**Glassware Sponsor – \$2,000 main/\$1,500 bottom - SOLD**

- Your logo printed on over 3,200 glasses
- Choice of glassware, within offerings available
- Your banner displayed at PNW Brew Cup sales and registration area
- Your logo on all Brew Cup promotional materials
- Full page ad in the PNW Brew Cup Program
- Two social media stories
- 20 Brew Cup Glasses and 40 Tokens (20 entries to the event, with two tastings per entry)

**Sustainability Sponsor - \$1,500**

- Your company's signage at all waste receptacles & restroom areas
- Half page ad in the PNW Brew Cup Program
- Your logo on all PNW Brew Cup promotional materials
- One social media story
- 5 Brew Cup Glasses and 10 tokens (5 entries to the event, with two tastings per entry)

**Suds Squad Volunteer Sponsor - \$1,000**

- Recognition on 200+ volunteer t-shirts
- Your banner at Volunteer Check-In
- Half page ad in the PNW Brew Cup Program
- Listing on all PNW Brew Cup promotional materials
- One social media story
- 10 Brew Cup Glasses and 20 tokens (10 entries to the event, with two tastings per entry)

**Sunday Funday & Family Activities Sponsor - \$500 SOLD!**

- Your company listed as Presenting Sponsor of Sunday FunDay
- Your banner displayed all weekend long on festival grounds
- Recognition during the cornhole and hula hoop contests

**Tap Handle Sponsor (36 Available) - \$125**

- Listing on event poster
- Your business name listed above a tap in beer service area
- Your business name listed in program
- 25% discount on program ads
- Daily receipt raffles for your customers

**Marketing Partners – In-kind Advertising**

- Your banner on-site at the festival
- Your logo on Festival Map in PNW Brew Cup program
- Listing on all Brew Cup promotional materials
- Full page ad in the PNW Brew Cup Program
- Two social media stories
- 10 Brew Cup Glasses and 20 Tokens (10 entries to the event, with two tastings per entry)