



Great American Beer Festival

SPONSORSHIP PACKAGES (\$15,000+)

	Official	Associate	Exhibiting Patron	Non-exhibiting Patron
	\$46,000+	\$32,000+	\$15,000+	\$15,000+
Festival Presence				
Exhibit Space or Asset	20' x 10' or Asset	10' x 10'	10' x 10'	
Badges				
Sponsor/Exhibitor Badges (All Access)	12	10	8	8
Hospitality Tickets				
Thursday Night	30	15	8	8
Friday Night	30	15	8	8
Saturday Afternoon Members-Only Session	20	10	6	6
Saturday Night	20	15	8	8
TOTAL TICKETS	100	55	30	30
Additional Ticket Purchase Opportunity				
Maximum Additional Tickets May Purchase	50	30	15	15
Promotional Materials				
Wall Banners Hung in Convention Hall	Four (4) 20'w x 10'h	Two (2) 20' w 10'h	Two (2) 10'w x 10'h	Two (2) 10' w x 10' h
Physical Gift Provided at Registration to Attending Breweries, Industry Reps, Media & Sponsors	X	X	X	
Electronic Coupon to Festival Volunteers	X	X	X	
Registered Brewery Mailing List (One-time Use)	X	X	X	
Direct Email to GABF Attendees	X	X		
Direct Email to GABF Breweries			X	
Social Promotion				
Custom Promotion via Facebook, Twitter and Instagram	Two (2)	One (1)		
Advertising				
GreatAmericanBeerFestival.com Banner Advertisement	Six (6) months	Five (5) months	Four (4) months	Four (4) months

Continued →



	Official	Associate	Exhibiting Patron	Non-exhibiting Patron
	\$46,000+	\$32,000+	\$15,000+	\$15,000+
Advertising (continued)				
Digital Advertisement on Screens in the Festival	X	X	X	X
CraftBeer.com Banner Advertisement	Five (5) months	Four (4) months	Three (3) months	Three (3) months
Regional Brand Prominence on Event Marketing*				
Billboards	X			
Festival Posters	X	X		
Festival Postcards	X	X		
Light Rail Transit Branding	X	X		
Recognition on Festival Collateral				
Recognition on GreatAmericanBeerFestival.com	X	X	X	X
'Thank You Sponsors' Link on Emails	X	X	X	X
Thank You Signage at the Festival	X	X	X	X

*Event marketing collateral subject to change.



Kari Harrington
Business Development Manager for Advertising & Sponsorship (West)
303.447.0816 Ext. 167 • kari@brewersassociation.org

Tom McCrory
Business Development Manager for Advertising & Sponsorship (East)
303.447.0816 Ext. 151 • mccrory@brewersassociation.org



Great American Beer Festival[®]

SPONSORSHIP PACKAGES

	Exhibiting Premier Supporter	Non-exhibiting Premier Supporter	Exhibiting Supporter	Non-exhibiting Supporter
	\$7,500+	\$7,500+	\$5,500+	\$5,000+
Exhibit Space	10' x 10'		10' x 10'	
Badges				
Sponsor/Exhibitor Badges (All Access)	7	6	4	4
Hospitality Tickets				
Thursday Night	6	6	4	4
Friday Night	6	6	4	4
Saturday Afternoon Members-Only Session	4	4	2	2
Saturday Night	4	4	4	4
TOTAL TICKETS	20	20	14	14
Additional Ticket Purchase Opportunity				
Maximum Additional Tickets May Purchase	10	10	8	8
Promotional Materials				
Electronic Coupon to Festival Volunteers	X	X	X	X
Registered Brewery Mailing List (One-time Use)		X		X
Advertising				
Web Banner Advertisement	Three (3) months	Four (4) months	Two (2) months	Three (3) months
Recognition on Festival Collateral				
Recognition on GreatAmericanBeerFestival.com	X	X	X	X
'Thank You Sponsors' Link on Emails	X	X	X	X
Thank You Signage at the Festival	X	X	X	X

Official, Associate, and Patron Sponsorships are also available and include significant, custom benefits in addition to those listed here.

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