



# Great American Beer Festival

## SPONSORSHIP PACKAGES (\$15,000+)

	Official	Associate	Exhibiting Patron	Non-exhibiting Patron
<b>Festival Presence</b>				
Exhibit Space or Asset	20' x 10' or Asset	10' x 10'	10' x 10'	
<b>Badges</b>				
Sponsor/Exhibitor Badges (All Access)	12	10	8	8
<b>Hospitality Tickets</b>				
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
<b>TOTAL TICKETS</b>	<b>100</b>	<b>55</b>	<b>30</b>	<b>30</b>
<b>Additional Ticket Purchase Opportunity</b>				
Maximum Additional Tickets May Purchase	50	30	15	15
<b>Promotional Materials</b>				
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	
<b>Social Promotion</b>				
Custom Promotion via Facebook, Twitter and Instagram	Two (2)	One (1)		
<b>Advertising</b>				
GreatAmericanBeerFestival.com Banner Advertisement	Six (6) months	Five (5) months	Four (4) months	Four (4) months

Continued →



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<b>Advertising (continued)</b>				
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
<b>Regional Brand Prominence on Event Marketing*</b>				
Billboards	X			
Festival Posters	X	X		
Festival Postcards	X	X		
Light Rail Transit Branding	X	X		
<b>Recognition on Festival Collateral</b>				
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.



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