



GREAT AMERICAN BEER FESTIVAL®

Official Level Sponsorship

DENVER, COLORADO • OCTOBER 6-8, 2016



Why GABF?

The [Great American Beer Festival \(GABF\)](#) is the premier U.S. beer festival and competition. Each year, GABF represents the largest collection of U.S. beer ever served, in the format of a public tasting event that brings in 60,000 beer enthusiasts to Denver, Colorado, plus a private competition. GABF brings together the brewers and beers that make the U.S. the world's greatest brewing nation—and the consumers that love them.

Beyond applying their palates to one-ounce pours of beer, GABF attendees enjoy a variety of fun and educational offerings at this indoor event—from the [Beer & Food Pavilion](#) to the [Beer Enthusiast Bookstore](#), the [Silent Disco](#) to the [Sustainability Pavilion](#).

GABF was founded in 1982, and has been growing and evolving along with the American craft brewing industry ever since. In fact, **tickets sell out in mere minutes year over year!**



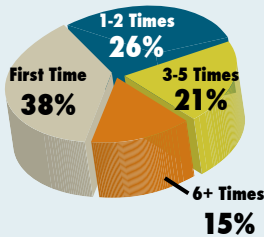
Attendee Demographics

GABF gives your company exposure to 60,000 in the brewing community and those who love craft brewed beer. From the smallest brewpub to the largest brewery, from the novice attendee to the dedicated beer geek, thousands of beer lovers and homebrewers from around the world converge on Denver for three days of sampling the best beers in the U.S.

The festival draws a diverse crowd, with active, 21-45 year-old professionals as the largest demographic. The event is great fun—interactive booths are very popular and complement the many beer and beer-education booths.



How many times have you attended GABF?



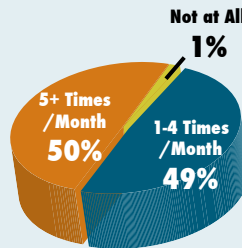
Age:
 21-242%
 25-3440%
 35-4431%
 45-5417%
 55+10%
Average 34.3 years

Gender:
 Male73%
 Female27%

Marital status:
 Single35%
 Married62%
 Other3%

Combined household income:
 \$110K+48%
 \$90K-\$109K17%
 \$60K-\$89K19%
 \$35K-\$59K12%
 Under \$34K4%

How Often Do You Purchase Craft Beer?



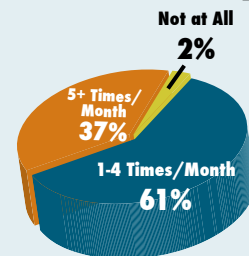
Educational level:
 High School and below10%
 Undergraduate Degree54%
 Graduate Degree36%

Are you a homebrewer?
 Yes56%
 No31%
 Would like to start13%

Do you live in the Greater Denver area?
 Yes27%
 No73%

Activities attendees enjoy:
 Pubs/Breweries92%
 Travel/Vacation82%
 Dining72%
 Camping/Hiking68%
 Sporting Events64%
 Cooking62%

How Often Do You Visit Your Local Brewery/Pub?



Homebrewing56%
 Live Music/Concerts66%
 Recreational Sports43%
 Skiing/Snowboarding41%
 Running32%
 Cycling32%
 Hunting/Fishing25%
 Casinos21%
 Off-roading/Snowmobiling14%
 Climbing12%

What was your primary mode of transit to the event?
 (select all that apply)
 Public Transit34%
 Walk39%
 Taxi21%
 Drive16%
 Carpool/Dropoff16%
 Bike2%



The Opportunity

If you are looking to give your company a high profile at GABF, Official Level sponsorship will deliver, with naming rights for a festival asset or an endcap exhibit space, logo placement on GABF collateral, banner placement in the festival hall, website banner advertisement, a registration bag insert and more. We'll work with you to develop an Official Level presence that achieves your marketing objectives.

Official Level Sponsorship Includes Exhibit Space or Entitlement

Exhibit Space

One highly coveted 20' x 10' exhibit space that you can design to show off your brand and directly connect with enthusiastic festivalgoers

OR

An Entitlement

Entitlement to a sought-after asset of the festival, directly integrating your brand into the festivalgoer's experience, such as:

- Hotel Key Card
- Official Nightly Event
- Beer Service Team
- Photo Sponsor
- Brewers Registration
- Brewers Studio
- Welcome Reception
- Brew Pub Pavilion
- Attendee Bag
- Lanyards
- Farm To Table Pavilion
- Sustainability Pavilion
- Beer & Food Pavilion
- Award Ceremony Yearly
- Wrist Bands
- Designated Driver Lounge
- Volunteers
- Saturday Brewers Hospitality
- Ticket Offer to Attendees
- Pocket Brewery Guide
- Main Stage
- Mobile Application
- **Customized Option to Target Your Audience**



Official Level Sponsorship Also Includes:

Badges & Tickets

Guaranteed access to an event that sells out in minutes.

- 10 Sponsor badges (all access)
- 100 GABF session tickets
 - 30 tickets for Thursday
 - 30 tickets for Friday
 - 20 tickets for Saturday afternoon members-only session
 - 20 tickets for Saturday evening session
- Opportunity to purchase up to 50 additional tickets

Promotional Materials

- Option to hang four (4) 20'w x 10'h banners on wall space within the festival
- One (1) bag insert distributed to attending breweries, media and other sponsors.
- One (1) electronic coupon or offer to festival volunteers (approx. 3,500)
- One-time use of the GABF brewery mailing list (approx. 5,000)

Advertising

- One (1) full-page color advertisement with preferred placement in the festival program (27,000+ distributed to festival attendees and brewers)
- Six (6) months' website banner advertisement (200 pixels x 200 pixels) on GreatAmericanBeerFestival.com (581,000+ visits and 1,235,000+ pageviews Jan.- Oct. 2014)

Social Media

Opportunity for custom promotion via social media properties

Potential properties include:

- [Facebook](#) (54,000+ likes, weekly total reach averaging 75,000+ and 275,000+ the week of the event)
- [Twitter](#) (31,000+ followers)
- [Instagram](#) (8,700+ followers)



Breweries at the Festival

800

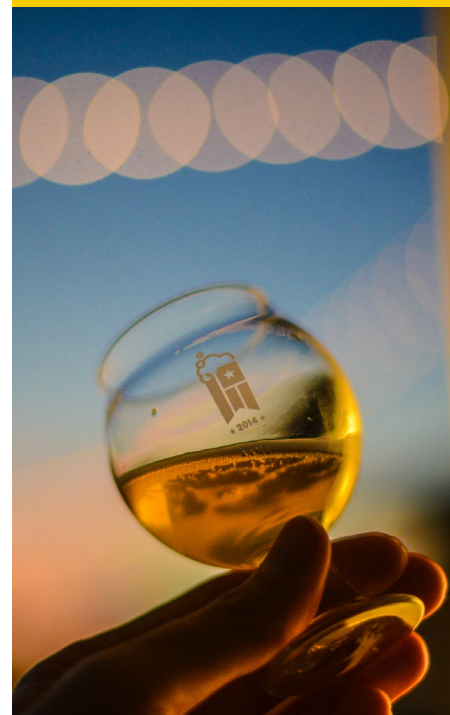
2015

710

2014

624

2013



National Brand Prominence

Sponsor logo included on festival collateral as an Official level sponsor. *This includes hundreds of thousands of impressions:*

- **Billboards** (panels in metro Denver & Fort Collins areas for four weeks for an effective circulation of 5,000,000+)
- **TV advertising campaign** (850 30-second spots and 350,000+ impressions delivered over three weeks)
- **Radio spots** (reach of 1,667,400 listeners)
- **Print advertising** (multiple national and regional publications; combined circulation of 505,000+)
- **Festival posters** (2,000 distributed to breweries, bars, liquor stores, homebrew shops and clubs)
- **Postcards** (10,000 distributed to breweries, brewpubs, better beer bars and other locations)
- **“Thank You Sponsors”** link on emails marketing the festival (85,000+ recipients)
- Inclusion in **three major press releases to national, local and beer media** (resulting in media coverage with estimated audience of 92.5 million)
- **Sponsorship recognition** throughout GreatAmericanBeerFestival.com (1,235,000 pageviews)
- **Thank you advertisement** in the festival program (27,500+ distributed to festival attendees and brewers)
- **Thank you signage** at the festival (60,000+ attendees)

