



Great American Beer Festival[®]

SPONSORSHIP PACKAGES (\$15,000+)

	Official	Associate	Exhibiting Patron	Non-exhibiting Patron
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	X
Electronic Coupon to Festival Volunteers	X	X	X	X
Registered Brewery Mailing List (One-time Use)	X	X	X	X
Display Materials in Private Brewers Only Room	X		X	X
Direct Email to GABF Attendees	X	X		
Direct Email to GABF Breweries			X	X
Social Promotion				
Custom Promotion via Facebook, Twitter and Instagram	Two (2)	One (1)		
Advertising				
Program Advertisement	Full page	Full page	2/3 page vertical	Full page
Web Banner Advertisement	Six (6) months	Five (5) months	Four (4) months	Four (4) months

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Advertising (continued)				
Digital Advertisement on Screens in the Festival	X	X	X	X
Banner Advertisement on CraftBeer.com or BA Forum Classified Ad	Five (5) months	Four (4) months	Three (3) months	Three (3) months
National Brand Prominence				
Billboards	X			
TV Advertising Campaign	X			
Radio Spots	X			
Print Advertising	X			
Festival Posters	X	X		
Festival Postcards	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 Advertisement in Festival Program	X	X	X	X
Thank You Signage at the Festival	X	X	X	X



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