



19th Annual Monterey Beer Festival - July 11, 2020

Sponsorship Opportunities

For more information and to confirm a sponsorship, please contact Wendy Brickman, Sponsorship Consultant (831) 594-1500 or email brickman@brickmanmarketing.com.

Golden State Sponsor - \$2,500 (1 available)

Sponsor Will Receive:

- The Presenting Sponsor Title (Name of Company would like to invite you to The Monterey Beer Festival)
- Logo/Company name included in radio ads and all large print ads, including posters
- One prominent 20x20 space at the Festival (proof of liability insurance required)
- Opportunity to display 3 company banners at the Festival
- Logo/Company name prominently displayed on website
- Able to put a company giveaway item in our free VIP Goody Bag
- Mention in Press Releases and on Monterey Beer Festival social media campaigns
- 10 VIP tickets for Monterey Beer Festival to be held on Saturday, July 11, 2020

Stage (Front) Sponsor - \$2000 (1 available)

Sponsor Will Receive:

- Naming rights to the Main Stage
- Ability to put 1 company banner on the front of the Main Stage
- Mention in Press Releases and social media campaigns
- Logo/Company name on website (www.montereybeerfestival.com)
- Able to put a company giveaway item in our free VIP Goody Bag
- 2 General Admission Tickets for Monterey Beer Festival held on July 11, 2020

Stage (Side) Sponsor - \$1500 (2 available)

Sponsor Will Receive:

- Ability to put 1 company banner on the side of the Main Stage
- Mention in Press Releases and social media campaigns
- Logo/Company name on website (www.montereybeerfestival.com)
- Able to put company giveaway item in our free VIP Goody Bag
- 2 General Admission Tickets for Monterey Beer Festival held on July 11, 2020

Outdoor VIP Beer Lounge Sponsor - \$2000 (1 available)

Company name mentioned as presenter of the Outdoor VIP Beer Lounge Sponsor
Logo/Company name included on all large print ads including posters
One prominent 10x10 space at the Festival (proof of liability insurance required)
Opportunity to display 1 banner at the Festival
Logo/Company name prominently displayed on website (www.montereybeerfestival.com)
Mention in press releases and social media campaigns
Able to put a company giveaway item in our free VIP Goody Bag
4 VIP tickets for Monterey Beer Festival to be held on Saturday, July 11, 2020

Booth Sponsor - \$1500 (limited number available)

10x10 Booth space (proof of liability insurance required)
Mention in Press Releases and social media campaigns
Logo/Company name on website (www.montereybeerfestival.com)
Able to put a company giveaway item in our free VIP Goody Bag
2 General Admission Tickets for Monterey Beer Festival held on July 11, 2020

Official Beer Necklace Contest Sponsor - \$1000 (1 available)

Sponsor Will Receive:
Company name mentioned as presenter of the Beer Necklace Contest Sponsor for all attendees to enter
Logo/Company name included on all large print ads including posters
Opportunity to display one banner at the Festival
Logo/Company name prominently displayed on website (www.montereybeerfestival.com)
Mention in press releases and social media campaigns
Able to put a company giveaway item in our free VIP Goody Bag
4 VIP tickets for Monterey Beer Festival to be held on Saturday, July 11, 2020

Official Designated Driver Sponsor - \$500

Sponsors Will Receive:
Logo/Company name included in all large print ads including posters
Logo/Company name on website listed as a sponsor (www.montereybeerfestival.com)
Opportunity to display one banner at Festival
Able to put a company giveaway item in our free VIP Goody Bag
2 General Admission Tickets for Monterey Beer Festival to be held on Saturday, July 11, 2020

Beer Tap Sponsor - \$500

Sponsors Will Receive:
Logo/Company name included in all large print ads including posters
Logo/Company name on website listed as a sponsor (www.montereybeerfestival.com)
Opportunity to display one banner at Festival
Able to put a company giveaway item in our free VIP Goody Bag
2 General Admission Tickets for Monterey Beer Festival to be held on Saturday, July 11, 2020