

2020 Brewgaloo™ Sponsorship Opportunities

Brewgaloo is North Carolina's largest craft beer festival with an attendance of over **40,000**. The annual event is produced by local non-profit organization, Shop Local Raleigh, in an effort to encourage support of the North Carolina craft beer industry, entrepreneurship, and fuel our local economy. Showcased at Brewgaloo are over 110 independently owned NC based craft breweries, approximately 50 local food trucks, and dozens of local vendors and local bands with the constant reminder to Show Some Local Love™. The event, now in its 9th Anniversary, has a proven track record of creating positive economic impact in North Carolina. In just eight hours, the event purchases over \$150,000 of North Carolina craft beer, food trucks and vendors collectively are selling over \$800,000 worth of product and local businesses in downtown Raleigh have produced positive revenue increases every year the event has been held.

We hope you will consider being a partner in Brewgaloo and help us in *Showing Some Local Love*.



Sponsorship Levels

Local Champion - \$15,000 - 1 available

- Banner ad on homepage of Shop Local Raleigh website
- Additional listing on Shop Local Raleigh website as a sponsor of the program, good for one year
- Logo on Brewgaloo main webpage side bar with click through
- Logo printed on festival tasting size glasses for Friday's event
- Logo printed on 15,000 acrylic keepsake pint glasses for Saturday's event
- 5 Brewgaloo pint glasses for you and your friends
- 5 passes to Friday night sampler event (\$225 value)
- Option to have a 10×10 space at Friday and Saturday's events
- Logo on festival poster
- Mention in press release
- Logo on Saturday's music stage banners
- Logo on event T-shirt
- 'Thank you' announcement from stage for your sponsorship on Friday and Saturday
- Minimum of 8 shout-outs on Brewgaloo Facebook, Twitter, and/or Instagram pages
- Logo with click through prominently displayed on sponsor section of website
- Logo featured in Brewgaloo FB page sponsor album & e-newsletter promotions
- 200 Tickets to use at the event on Saturday (\$200 value)

Local Rocker - \$5,000 - 2 available

- Stage titled and branded with your company name and logo
- Logo printed on 15,000 acrylic keepsake pint glasses for Saturday's event
- 4 Brewgaloo pint glasses for you and your friends
- 4 passes to Friday night sampler event (\$180 value)
- Option to have a 10×10 space at Saturday's event
- Logo on festival poster
- Mention in press release
- Logo on Saturday's music stage banners
- Logo on event T-shirt
- 'Thank you' announcement from stage for your sponsorship on Friday and Saturday
- Minimum of 5 shout-outs on Brewgaloo Facebook, Twitter and/or Instagram pages
- Logo with click through prominently displayed on sponsor section of website
- Logo featured in Brewgaloo FB page sponsor album & e-newsletter promotions
- 100 tickets to use at Saturday's event (\$100 value)

Local Supporter - \$2500 - 6 available

- Logo printed on 15,000 acrylic keepsake pint glasses for Saturday's event
- 4 Brewgaloo pint glasses for you and your friends
- Option to have a 10×10 space at Saturday's event
- Logo on festival poster
- Mention in press release
- Logo on Saturday's music stage banners
- Logo on event T-shirt
- 'Thank you' announcement from stage for your sponsorship on Friday and Saturday
- A minimum of 5 shout-outs on Brewgaloo Facebook, Twitter and/or Instagram pages

- Logo with click through prominently displayed on sponsor section of website
 - Logo featured in Brewgaloo FB page sponsor album & e-newsletter promotions
 - 30 tickets to use at Saturday's event
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Local Steward - \$1500 - 2 available

- Ability to place a poster on door of every Port-a-Potty
 - Logo on the hand wash stations thanking you for your sponsorship
 - Mention in press release
 - Logo on Saturday's music stage banners
 - Logo on event T-shirt
 - 'Thank you' announcement from stage for your sponsorship on Saturday
 - Minimum of 2 shout-outs on Brewgaloo's Facebook, Twitter and/or Instagram pages
 - Logo with click through prominently displayed on sponsor section of website
 - Logo featured in Brewgaloo FB page sponsor album & e-newsletter promotions
 - 20 drink tickets to use at Saturday's event
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Local Friend - \$750

- Mention in press release
 - Logo on Saturday's music stage banners
 - Logo on event T-shirt
 - 'Thank you' announcement from stage for your sponsorship on Saturday
 - Minimum of 2 shout-outs on Brewgaloo's Facebook, Twitter and/or Instagram pages
 - Logo with click through prominently displayed on sponsor section of website
 - Logo featured in Brewgaloo FB page sponsor album & e-newsletter promotions
 - 15 tickets to use at Saturday's event
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Locavore - \$300

- Name on event T-shirt
 - 'Thank you' announcement from stage for your sponsorship on Saturday
 - Minimum of 1 shout-out on Brewgaloo Facebook and/or Twitter pages
 - Name on Saturday's music stage banners
 - Logo with click through displayed on sponsor section of website
 - Logo featured in Brewgaloo FB page sponsor album & e-newsletter promotions
 - 10 tickets to use at Saturday's event
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Beer Club - \$100

- Name with click through listed on sponsor section of website
- Logo featured in Brewgaloo FB page sponsor album & e-newsletter promotions
- 5 tickets to use at Saturday's event

Additional Sponsorships

Saturday Wristband Sponsor - \$7,000 - 1 available

- Logo/Company name printed on 30,000 wristbands
 - Option to have a 10x10 space at Saturday's event
 - Logo on festival poster
 - Mention in press release
 - Logo on Saturday's music stage banners
 - 'Thank you' announcement from stage for your sponsorship on Saturday
 - A minimum of 3 shout-outs on Brewgaloo Facebook, Twitter and/or Instagram pages
 - Logo with click through prominently displayed on sponsor section of website
 - Logo featured in Brewgaloo FB page sponsor album & e-newsletter promotions
 - 50 tickets to use at the event
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Ticket Outlet - \$1500 - 6 available

- Designated Brewgaloo ticket outlet
 - Option to have a 10x10 space at Saturday's event
 - Logo on festival poster
 - Mention in press release
 - Logo on Saturday's music stage banners
 - Logo on event T-shirt
 - 'Thank you' announcement from stage for your sponsorship on Friday and Saturday
 - A minimum of 5 shout-outs on Brewgaloo's Facebook, Twitter and/or Instagram pages
 - Logo with click through prominently displayed on sponsor section of website
 - Logo featured in Brewgaloo FB page sponsor album & e-newsletter promotions
 - 25 tickets to use at Saturday's event
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Friday Night Sample Event Lanyard - \$1,000 - 1 available

- Logo/Company name on lanyard worn by all attendees (up to 2,500 people)
 - Mention in press release
 - 'Thank you' announcement from stage for your sponsorship on Friday
 - Minimum of 2 shout-outs on Brewgaloo Facebook page and/or Twitter page
 - Logo with click through prominently displayed on sponsor section of website
 - Logo featured in Brewgaloo FB page sponsor album & e-newsletter promotions
 - 2 tickets to Friday night's event (\$90 value)
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Water Tower Sponsor - \$900 - 4 available

*****Sponsor all 4 for \$3200!*****

Water Monster is equivalent to 1000 water bottles and will help the festival in going green

- Logo/Message on both sides of a Water Monster
- Mention in press release
- Logo on Saturday's music stage banners
- Logo on event T-shirt

- 'Thank you' announcement from stage for your sponsorship on Saturday
 - Minimum of 2 shout-outs on Brewgaloo's Facebook, Twitter and/or Instagram pages
 - Logo with click through prominently displayed on sponsor section of website
 - Logo featured in Brewgaloo FB page sponsor album & e-newsletter promotions
 - 20 tickets to use at Saturday's event
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Cornhole Board Game Sponsor - \$500

**Cornhole boards remain the property of SLR with potential to be used at other community events*

- Logo on one set of cornhole game boards at Saturday's event
 - Name on event T-shirt
 - 'Thank you' announcement from stage for your sponsorship on Saturday
 - Minimum of 1 shout-out on Brewgaloo Facebook and/or Twitter pages
 - Logo with click through prominently displayed on sponsor section of website
 - Logo featured in Brewgaloo FB page sponsor album & e-newsletter promotions
 - 10 tickets to use at Saturday's event=
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Volunteer Sponsor - \$250

- Option to host volunteer after party
 - Recognition for providing refreshments to volunteers during event
 - Minimum of 1 shout out on Brewgaloo Facebook page and/or Twitter page
 - Logo with click through listed on sponsor section of website
 - Logo featured in Brewgaloo FB page sponsor album & e-newsletter promotions
 - 5 drink tickets to use at Saturday's event
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Brewers Hospitality Sponsorships

Title Sponsor - \$5000 - 1 available

- Includes all presenting sponsor options plus:
 - Large banner (sole logo and business name) in hospitality area at event
 - Large banner (sole logo and business name) prominently displayed at after party
 - 100 Tickets to use at the event on Saturday (\$100 value)
 - 4 Passes to Friday night sampler event (\$180 value)
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Presenting Sponsor - \$1500 - 4 available

- Includes all party sponsor options plus:
 - Option for booth in hospitality area and/or after party
 - Option to place promotional material on tables in hospitality area and/or after party
 - Day of the event - Thank you announcement from the stage (Fri & Sat)
 - 50 Tickets to use at the event on Saturday
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Party Sponsor - \$500 - 6 available

- Logo on sponsor banner in hospitality area at event & after party

- Logo on website, social media messaging & e-newsletter promotions
- Logo with click through prominently displayed on sponsor section of website
- Mention on Brewgaloo's Facebook, Twitter and other social media outlets
- 15 Tickets to use at the event on Saturday

Media Partners

Media Partners

- Logo with click through listed on sponsor section of website
- Logo featured in Brewgaloo FB page sponsor album & e-newsletter promotions
- 5 tickets to use at Saturday's event