

2023 NC Hops Festival Sponsorship Opportunities

NC Hops Festival is a celebration of the craft beverage industry throughout North Carolina. The annual event is produced by local non-profit organization, Shop Local Raleigh, in an effort to encourage support of locally owned businesses.

Showcased at NC Hops Festival are over 45 independently owned NC based craft breweries, cideries and more as well as local food trucks, local vendors and local bands with the constant reminder to Show Some Local Love™.

We hope you will consider being a partner in NC Hops Festival to help us in supporting and promoting the NC craft beverage industry and local businesses. To secure your sponsorship or discuss custom packages, please contact

jennifer@shoplocalraleigh.org.



Ultimate Hop Head - \$10,000- No longer available

1 available

- Option to have up to a 10×30 brand activation space at event
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 3 shout-outs on Brewgaloo Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - 5,000 acrylic keepsake sampling glasses
 - 5,000 attendee wristbands
 - Brewery Wayfinding Signs
 - Festival map
 - Event t-shirt
 - Music stage banner
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets & T-Shirts: *These items can be for your personal use or used as a promotional giveaway for your brand.*
 - 10 VIP passes to the festival (\$750 value; *VIP passes give you early access to the event from 12-6 pm and include unlimited samples of NC craft beverages*)
 - 15 General Admission passes to the festival (\$675 value; *GA passes give you access to the 4 hour sampling session from 2-6 pm and include unlimited samples of NC craft beverages*)
 - 25 Festival T-shirts

Giant Hop Head - \$5,000

1 available

- Option to have up to a 10×20 brand activation space at event
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 2 shout-outs on Brewgaloo Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Photo Booth
 - 2 Water Stations for Attendees to Hydrate
 - Festival map
 - Event t-shirt
 - Music stage banner

- Event sponsor page with hyperlink
- E-newsletter promotions
- Facebook sponsor photo album with tag
- Tickets & T-Shirts: *These items can be for your personal use or used as a promotional giveaway for your brand.*
 - 10 VIP passes to the festival (\$750 value; *VIP passes give you early access to the event from 12-6 pm and include unlimited samples of NC craft beverages*)
 - 10 General Admission passes to the festival (\$450 value; *GA passes give you access to the 4 hour sampling session from 2-6 pm and include unlimited samples of NC craft beverages*)
 - 20 Festival T-shirts

Hopster - \$2,500

- Option to have up to a 10×10 brand activation space at event
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 2 shout-outs on Brewgaloo Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - 2 Water Stations for Attendees to Hydrate
 - Corn hole set with your logo set out at event (*corn hole boards remain the property of SLR to be used at other events*)
 - Festival map
 - Event t-shirt
 - Music stage banner
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets & T-Shirts: *These items can be for your personal use or used as a promotional giveaway for your brand.*
 - 4 VIP passes to the festival (\$300 value; *VIP passes give you early access to the event from 12-6 pm and include unlimited samples of NC craft beverages*)
 - 5 General Admission passes to the festival (\$225 value; *GA passes give you access to the 4 hour sampling session from 2-6 pm and include unlimited samples of NC craft beverages*)
 - 9 Festival T-shirts

Entertaining Hop - \$1,500

- Option to have up to a 10×10 brand activation space at event
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 1 shout-out on Brewgaloo Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Corn hole set with your logo set out at event (*corn hole boards remain the property of SLR to be used at other events*)
 - Event t-shirt
 - Music stage banner
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets & T-Shirts: *These items can be for your personal use or used as a promotional giveaway for your brand.*
 - 2 VIP passes to the festival (\$150 value; *VIP passes give you early access to the event from 12-6 pm and include unlimited samples of NC craft beverages*)
 - 5 General Admission passes to the festival (\$225 value; *GA passes give you access to the 4 hour sampling session from 2-6 pm and include unlimited samples of NC craft beverages*)
 - 7 Festival T-shirts

Hopping on Board - \$1,000

- Poster with logo, company slogan, and/or QR code on door of every Port-a-Potty & handwashing station
- Option to have up to a 10×10 brand activation space at event
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 1 shout-out on Brewgaloo Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Event t-shirt
 - Music stage banner
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets & T-Shirts: *These items can be for your personal use or used as a promotional giveaway for your brand.*

- 2 VIP passes to the festival (\$150 value; *VIP passes give you early access to the event from 12-6 pm and include unlimited samples of NC craft beverages*)
- 3 General Admission passes to the festival (\$135 value; *GA passes give you access to the 4 hour sampling session from 2-6 pm and include unlimited samples of NC craft beverages*)
- 5 Festival T-shirts

Hop Friend - \$750

- Option to have up to a 10×10 brand activation space at event
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 1 shout-out on Brewgaloo Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Event t-shirt
 - Music stage banner
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets & T-Shirts: *These can be for your personal use or used as a promotional giveaway for your brand.*
 - 2 General Admission passes to the festival (\$90 value; *GA passes give you access to the 4 hour sampling session from 2-6 pm and include unlimited samples of NC craft beverages*)
 - 2 Festival T-shirts

Hop Beginner - \$500

- Option to have up to a 10×10 brand activation space at event
- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 1 shout-out on Brewgaloo Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Company Name Inclusion On:
 - Event t-shirt
 - Music stage banner

- Tickets & T-Shirts: *These can be for your personal use or used as a promotional giveaway for your brand.*
 - 2 General Admission passes to the festival (\$90 value; GA passes give you access to the 4 hour sampling session from 2-6 pm and include unlimited samples of NC craft beverages)
 - 2 Festival T-shirts

Hop Investor - \$250

- 'Thank you' announcement from stage for your sponsorship during festival
- Mention in press release
- Minimum of 1 shout-out on Brewgaloo Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Company Name Inclusion On:
 - Event t-shirt

Sponsorship Packages Chart

2023 NC Hops Festival Sponsorship Packages

	<i>Ultimate Hop Head \$10,000</i>	<i>Giant Hop Head \$5,000</i>	<i>Hopster \$2,500</i>	<i>Entertaining Hop \$1,500</i>	<i>Hopping on Board \$1,000</i>	<i>Hop Friend \$750</i>	<i>Hop Beginner \$500</i>	<i>Hop Investor \$250</i>
Number Available	1	1						
PACKAGE PERKS								
	Logo on 5,000 Tasting Cups	Photo Booth	Logo on Corn Hole Boards	Logo on Corn Hole Boards	Poster with Logo on door of every Port-a-Potty			
	Logo on 5,000 Wristbands	Logo on 2 Water Stations	Logo on 2 Water Stations					
	Logo on Brewery Signs							
BRAND EXPOSURE AT FESTIVAL								
Logo on Festival Map	•	•	•					
Stage Banner	Logo	Logo	Logo	Logo	Logo	Logo	Name	
Booth Space	10x30	10x20	10x10	10x10	10x10	10x10	10x10	
Festival T-Shirt	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name
Thank you announcement from stage for your sponsorship	•	•	•	•	•	•	•	•
FESTIVAL TICKETS & MERCHANDISE								
VIP Tickets VIP passes give you early access to the event from 12-6 pm and include unlimited samples of NC craft beverages	10 VIP Tickets - \$750 value -	10 VIP Tickets - \$750 value -	4 VIP Tickets - \$300 value -	2 VIP Tickets - \$150 value -	2 VIP Tickets - \$150 value -			
General Admission Tickets GA passes give you access to the 4 hour sampling session from 2-6 pm and include unlimited samples of NC craft beverages	15 GA Tickets - \$675 value -	10 GA Tickets - \$450 value -	5 GA Tickets - \$225 value -	5 GA Tickets - \$225 value -	3 GA Tickets - \$135 value -	2 GA Tickets - \$90 value -	2 GA Tickets - \$90 value -	
Festival T-Shirt	25	20	9	7	5	2	2	
ADDITIONAL BRAND EXPOSURE								
Hyperlinked logo on NC Hops Festival webpage	•	•	•	•	•	•	•	•
Logo with tag in the Brewgaloo Facebook photo album	•	•	•	•	•	•	•	•
Logo in E-Newsletter Promotions	•	•	•	•	•	•	•	•
Mention in Press Release	•	•	•	•	•	•	•	•
Shout-outs on Brewgaloo Facebook, Twitter, and/or Instagram	3	2	2	1	1	1	1	1