

2024 Brewgaloo™

Sponsorship Opportunities

Brewgaloo is North Carolina's largest beer festival with an attendance of over **60,000**. 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, dozens of local food trucks, vendors, and local bands with the constant reminder to Show Some Local Love™.

The event, now in its 13th Anniversary, has a proven track record of creating positive economic impact in North Carolina. In just eight hours, Brewgaloo purchases over \$150,000 of NC beer and cider, food trucks and vendors are collectively 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*. To secure your sponsorship or discuss custom packages, please contact jennifer@shoplocalraleigh.org.



Local Champion - \$20,000

1 available

- Ability to include promotional offer and message in confirmation email sent to all ticket purchasers
- Option to have up to a 10×30 brand activation space at Friday and Saturday's events
- 'Thank you' announcement from stage for your sponsorship during Friday and Saturday's events
- Mention in press release
- Minimum of 5 shout-outs on Brewgaloo Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Brewery signs displayed at each brewery tent (~110 signs)
 - Acrylic tasting glass for Friday night's sampling event
 - Acrylic keepsake pint glass for Saturday's event
 - Festival map
 - Side banners for both music stages
 - Backdrop banners for both music stages
 - Event t-shirt
 - Sidebar of all Brewgaloo web pages with hyperlink
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets & Swag: *These items can be for your personal use or used as a promotional giveaway for your brand.*
 - 5 Brewgaloo Swag Bundles: Each bundle includes a Brewgaloo nylon backpack, Freaker beer koozie, beer holder lanyard, pop-socket, festival t-shirt, & commemorative pint glass
 - 5 passes to Friday night sampler event (\$225 value)
 - 200 drink tickets for use at Saturday's event (\$200 value; 2 tickets = sample, 5 tickets = pint)

Festival Wristband Sponsor - \$10,000

1 available

- Option to have a 10×20 brand activation space at Friday and Saturday's events
- 'Thank you' announcement from stage for your sponsorship during Friday and Saturday's events
- Mention in press release
- Minimum of 4 shout-outs on Brewgaloo Facebook, Twitter and/or Instagram pages
- Logo Inclusion On:

- Attendee wristband
- Festival map
- Side banners for both music stages
- Backdrop banners for both music stages
- Event t-shirt
- Sidebar of all Brewgaloo web pages with hyperlink
- Event sponsor page with hyperlink
- E-newsletter promotions
- Facebook sponsor photo album with tag
- Tickets & Swag: *These items can be for your personal use or used as a promotional giveaway for your brand.*
 - 4 Brewgaloo Swag Bundles: Each bundle includes a Brewgaloo nylon backpack, Freaker beer koozie, beer holder lanyard, pop-socket, festival t-shirt, & commemorative pint glass
 - 4 passes to Friday night sampler event (\$180 value)
 - 100 drink tickets for use at Saturday's event (\$100 value; 2 tickets = sample, 5 tickets = pint)

Local Rocker - \$8,000

2 available

- Stage titled and branded with your company name and logo
- Option to have a 10×10 brand activation space at Friday and Saturday's events
- 'Thank you' announcement from stage for your sponsorship during Friday and Saturday's events
- Mention in press release
- Minimum of 4 shout-outs on Brewgaloo Facebook, Twitter and/or Instagram pages
- Logo Inclusion On:
 - Acrylic keepsake pint glass for Saturday's event
 - Festival map
 - Side banners for both music stages
 - Backdrop banners for both music stages
 - Event t-shirt
 - Sidebar of all Brewgaloo web pages with hyperlink
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets & Swag: *These items can be for your personal use or used as a promotional giveaway for your brand.*

- 4 Brewgaloo Swag Bundles: Each bundle includes a Brewgaloo nylon backpack, Freaker beer koozie, beer holder lanyard, pop-socket, festival t-shirt, & commemorative pint glass
- 4 passes to Friday night sampler event (\$180 value)
- 100 drink tickets for use at Saturday's event (\$100 value; 2 tickets = sample, 5 tickets = pint)

Local Entertainer - \$5,000

2 available

- Branded inflatable archway at Saturday's event
- Option to have a 10×10 brand activation space at Friday and Saturday's events
- 'Thank you' announcement from stage for your sponsorship during Friday and Saturday's events
- Mention in press release
- Minimum of 3 shout-outs on Brewgaloo Facebook, Twitter and/or Instagram pages
- Logo Inclusion On:
 - Acrylic keepsake pint glass for Saturday's event
 - Festival map
 - DJ booth at courthouse
 - Backdrop banners for both music stages
 - Event t-shirt
 - Sidebar of all Brewgaloo web pages with hyperlink
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets & Swag: *These items can be for your personal use or used as a promotional giveaway for your brand.*
 - 3 Brewgaloo Swag Bundles: Each bundle includes a Brewgaloo nylon backpack, Freaker beer koozie, beer holder lanyard, pop-socket, festival t-shirt, & commemorative pint glass
 - 3 passes to Friday night sampler event (\$135 value)
 - 75 drink tickets for use at Saturday's event (\$75 value; 2 tickets = sample, 5 tickets = pint)

Local Supporter - \$3,500

5 available

- Branded photobooth at the event. Attendees will receive a digital copy of their photo with your logo included on the image.

- Option to have a 10×10 brand activation space at Friday and Saturday's events
- 'Thank you' announcement from stage for your sponsorship during Friday and Saturday's events
- Mention in press release
- A minimum of 3 shout-outs on Brewgaloo Facebook, Twitter and/or Instagram pages
- Logo Inclusion On:
 - Acrylic keepsake pint glass for Saturday's event
 - Festival map
 - Backdrop banners for both music stages
 - Event t-shirt
 - Sidebar of all Brewgaloo web pages with hyperlink
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *Tickets can be for your personal use or used as a promotional giveaway for your brand.*
 - 50 drink tickets for use at Saturday's event (\$50 value; 2 tickets = sample, 5 tickets = pint)

Local Gamer - \$2,500

1 available

- Option to have a 10×10 brand activation space at Friday and Saturday's events
- 'Thank you' announcement from stage for your sponsorship during Saturday's events
- Mention in press release
- A minimum of 2 shout-outs on Brewgaloo Facebook, Twitter and/or Instagram pages
- Logo Inclusion On:
 - Archway designating lawn game area at Saturday's event
 - Festival map
 - Backdrop banners for both music stages
 - Event t-shirt
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *Tickets can be for your personal use or used as a promotional giveaway for your brand.*
 - 40 drink tickets for use at Saturday's event (\$40 value; 2 tickets = sample, 5 tickets = pint)

Local Friend - \$2,000

9 available

- Option to have a 10×10 brand activation space at Friday and Saturday's events
- 'Thank you' announcement from stage for your sponsorship during Saturday's events
- Mention in press release
- A minimum of 2 shout-outs on Brewgaloo Facebook, Twitter and/or Instagram pages
- Logo Inclusion On:
 - Wayfinding signage for your sponsored zone at Saturday's event
 - Festival map
 - Backdrop banners for both music stages
 - Event t-shirt
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *Tickets can be for your personal use or used as a promotional giveaway for your brand.*
 - 35 drink tickets for use at Saturday's event (\$35 value; 2 tickets = sample, 5 tickets = pint)

Local Steward - \$1500

1 available

- Poster with logo, company slogan, and/or QR code on door of every Port-a-Potty & handwashing station at Saturday's event
- 'Thank you' announcement from stage for your sponsorship during Saturday's events
- Mention in press release
- A minimum of 2 shout-outs on Brewgaloo Facebook, Twitter and/or Instagram pages
- Logo Inclusion On:
 - Backdrop banners for both music stages
 - Event t-shirt
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *Tickets can be for your personal use or used as a promotional giveaway for your brand.*
 - 30 drink tickets for use at Saturday's event (\$30 value; 2 tickets = sample, 5 tickets = pint)

Sponsor Booth - \$1500

- Option to have a 10×10 brand activation space at Friday and Saturday's events
- 'Thank you' announcement from stage for your sponsorship during Saturday's events
- Mention in press release
- A minimum of 2 shout-outs on Brewgaloo Facebook, Twitter and/or Instagram pages
- Logo Inclusion On:
 - Backdrop banners for both music stages)
 - Event t-shirt
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *Tickets can be for your personal use or used as a promotional giveaway for your brand.*
 - 30 drink tickets for use at Saturday's event (\$30 value; 2 tickets = sample, 5 tickets = pint)

Lanyard Sponsor - \$1000

1 available

- 'Thank you' announcement from stage for your sponsorship during Saturday's events
- Mention in press release
- A minimum of 1 shout-out on Brewgaloo Facebook, Twitter and/or Instagram pages
- Logo Inclusion On:
 - Festival lanyard worn by breweries, staff, and volunteers
 - Backdrop banners for both music stages
 - Event t-shirt
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *Tickets can be for your personal use or used as a promotional giveaway for your brand.*
 - 25 drink tickets for use at Saturday's event (\$25 value; 2 tickets = sample, 5 tickets = pint)

Water Station Sponsor - \$1000

4 available - Sponsor all 4 for \$3,500!

Water Monsters are equivalent to 1000 water bottles and will help the festival in going green.

- Branded Water Monster at Saturday's event with logo and QR code
- 'Thank you' announcement from stage for your sponsorship during Saturday's events
- Mention in press release
- A minimum of 1 shout-out on Brewgaloo Facebook, Twitter and/or Instagram pages
- Logo Inclusion On:
 - Backdrop banners for both music stages
 - Event t-shirt
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *Tickets can be for your personal use or used as a promotional giveaway for your brand.*
 - 25 drink tickets for use at Saturday's event (\$25 value; 2 tickets = sample, 5 tickets = pint)

Cornhole Board Game Sponsor - \$750

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

- Branded set of cornhole boards placed out at Saturday's event with logo and QR code
- 'Thank you' announcement from stage for your sponsorship during Saturday's events
- Mention in press release
- A minimum of 1 shout-out on Brewgaloo Facebook, Twitter and/or Instagram pages
- Logo Inclusion On:
 - Backdrop banners for both music stages
 - Event t-shirt
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *Tickets can be for your personal use or used as a promotional giveaway for your brand.*
 - 15 drink tickets for use at Saturday's event (\$15 value; 2 tickets = sample, 5 tickets = pint)

Sponsoring NC Brewery - \$750

Corner placement at the event is available for an additional \$750.

- Up to a 10x30 space for your brewery activation
- 'Thank you' announcement from stage for your sponsorship during Saturday's events
- Mention in press release
- A minimum of 1 shout-out on Brewgaloo Facebook, Twitter and/or Instagram pages
- Logo Inclusion On:
 - Backdrop banners for both music stages
 - Event t-shirt
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *Tickets can be for your personal use or used as a promotional giveaway for your brand.*
 - 15 drink tickets for use at Saturday's event (\$15 value; 2 tickets = sample, 5 tickets = pint)

Brew Crew Sponsor - \$500

- 'Thank you' announcement from stage for your sponsorship during Saturday's events
- Mention in press release
- A minimum of 1 shout-out on Brewgaloo Facebook, Twitter and/or Instagram pages
- Logo Inclusion On:
 - Signage at Volunteer Tent
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Name Inclusion On:
 - Backdrop banners for both music stages
 - Event t-shirt
- Tickets: *Tickets can be for your personal use or used as a promotional giveaway for your brand.*
 - 10 drink tickets for use at Saturday's event (\$10 value; 2 tickets = sample, 5 tickets = pint)

Locavore - \$250

- 'Thank you' announcement from stage for your sponsorship during Saturday's events
- Mention in press release
- A 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
- Name Inclusion On:
 - Backdrop banners for both music stages
 - Event t-shirt
- Tickets: *Tickets can be for your personal use or used as a promotional giveaway for your brand.*
 - 5 drink tickets for use at Saturday's event (\$5 value; 2 tickets = sample, 5 tickets = pint)

Beer Club - \$100

- Logo Inclusion On:
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *Tickets can be for your personal use or used as a promotional giveaway for your brand.*
 - 5 drink tickets for use at Saturday's event (\$5 value; 2 tickets = sample, 5 tickets = pint)

Brewer's Hospitality - In Kind Sponsorship

In exchange for donating meals for brewers and staff, you will receive:

- 'Thank you' announcement from stage for your sponsorship during Saturday's events
- Mention in press release
- A minimum of 1 shout-out on Brewgaloo Facebook, Twitter and/or Instagram pages
- Logo Inclusion On:
 - Backdrop banners for both music stages
 - Event t-shirt

- Event sponsor page with hyperlink
- E-newsletter promotions
- Facebook sponsor photo album with tag
- Tickets: *Tickets can be for your personal use or used as a promotional giveaway for your brand.*
 - 2 passes to Friday night sampler event (\$90 value)
 - 20 drink tickets for use at Saturday's event (\$20 value; 2 tickets = sample, 5 tickets = pint)

Media Partners - In Kind Sponsorship

In exchange for promotion of Brewgaloo through your media outlet, you will receive:

- Logo Inclusion On:
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *Tickets can be for your personal use or used as a promotional giveaway for your brand.*
 - 5 drink tickets for use at Saturday's event (\$5 value; 2 tickets = sample, 5 tickets = pint)

Sponsorship Packages Chart

	Local Champion \$25,000	Wristband Sponsor \$10,000	Local Rocker \$9,000	Local Entertainer \$5,000	Local Supporter \$3,500	Local Gamer \$2,500	Local Friend \$2,000	Sponsor Booth \$1,500	Local Steward \$1,500	Lanyard Sponsor \$1,000	Water Station Sponsor \$1,000	Cornhole Board Sponsor \$750	Sponsoring NC Brewery \$750	Brew Crew Sponsor \$500	Locavore \$250	Beer Club \$100	Brewer's Hospitality in Kind	Media Partner in Kind
Number Available	1	1	2	2	5	1	9		1	1	Sponsor all 4 for \$3,500!		Corner placement is available for an additional \$750				Donation of meals for brewers and staff	Promotion of Brewgaloo through media outlet
PACKAGE PERKS																		
	Logo on all brewery signs displayed at each brewery tent (approx. 110 signs)	Logo or company name on 30,000 festival wristbands	Stage titled & branded with your company name & logo	Logo displayed on courthouse DJ booth	Branded photobooth at event	Branded Archway at lawn game zone during Saturday's Event	Branded wayfinding signage for your designated zone at Saturday's event	Connect with attendees and promote your brand at Brewgaloo!	Poster with logo, company slogan, and/or QR code on door of every Port-a-Potty & handwashing station	Logo on Brewery, Staff, & Volunteer Lanyards	Logo & QR Code on 2 Sides of a Water Monster	Logo & QR code on one set of cornhole boards placed out for use during Saturday's event	Larger footprint and increased brand presence at Brewgaloo	Logo displayed at Volunteer Tent				
	Ability to include promotional offer and message in confirmation email sent to all ticket purchasers			Branded Archway at Saturday's Event														
BRAND EXPOSURE AT FESTIVAL																		
Logo on Friday night's sampling cup	•																	
Logo on Saturday's commemorative festival cup	•		•	•	•													
Logo on festival map	•	•	•	•	•	•	•											
Booth Space	10x30 Friday & Saturday	10x20 Friday & Saturday	10x10 Friday & Saturday	10x10 Friday & Saturday	10x10 Friday & Saturday	10x10 Friday & Saturday	10x10 Friday & Saturday	10x10 Friday & Saturday	10x10 Friday & Saturday					10x30 Friday & Saturday				
Stage Scrims/Side Banners	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name		Logo
Stage Backdrop Banner	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name		Logo
Festival T-Shirt	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name		Logo
Thank you announcement from stage for your sponsorship	Friday & Saturday	Friday & Saturday	Friday & Saturday	Friday & Saturday	Friday & Saturday	Saturday	Saturday	Saturday	Saturday	Saturday	Saturday	Saturday	Saturday	Saturday	Saturday	Saturday		Saturday
FESTIVAL TICKETS & SWAG																		
Friday Night Passes - Unlimited Samples	5 Passes - \$225 value -	4 Passes - \$180 value -	4 Passes - \$180 value -	3 Passes - \$135 value -														(2) Passes - \$90 value -
Saturday Drink Tickets - 2 1/2 oz = sample - 5 1/2 oz = pint	200 Tickets - \$200 value -	100 Tickets - \$100 value -	100 Tickets - \$100 value -	75 Tickets - \$75 value -	50 Tickets - \$50 value -	40 Tickets - \$40 value -	35 Tickets - \$35 value -	30 Tickets - \$30 value -	30 Tickets - \$30 value -	25 Tickets - \$25 value -	25 Tickets - \$25 value -	15 Tickets - \$15 value -	15 Tickets - \$15 value -	10 Tickets - \$10 value -	5 Tickets - \$5 value -	5 Tickets - \$5 value -	20 Tickets - \$20 value -	5 Tickets - \$5 value -
Brewgaloo Swag Bundles Each bundle includes a Brewgaloo nylon backpack, Freaker beer coozie, beer holder lanyard, pop-socket, festival t-shirt, & commemorative pint glass	5	4	4	3														
ADDITIONAL BRAND EXPOSURE																		
Hyperlinked logo on Brewgaloo webpage	Sidebar & Sponsor Page	Sidebar & Sponsor Page	Sidebar & Sponsor Page	Sidebar & Sponsor Page	Sidebar & Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page
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	5	4	4	3	3	2	2	2	2	1	1	1	1	1	1		1	