

# NC Hops Fest

## 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 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](mailto:jennifer@shoplocalraleigh.org).



## Ultimate Hop Head - \$10,000

*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:
  - 3,000 acrylic keepsake sampling glasses
  - 3,000 attendee wristbands
  - Brewery Wayfinding Signs
  - Festival map
  - Music stage banner
  - Event sponsor page with hyperlink
  - E-newsletter promotions
  - Facebook sponsor photo album with tag
- Tickets: *These items can be for your personal use or used as a promotional giveaway for your brand.*
  - 20 General Admission passes to the festival (\$900 value)

## 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:
  - Festival map
  - Music stage banner
  - Event sponsor page with hyperlink
  - E-newsletter promotions
  - Facebook sponsor photo album with tag
- Tickets: *These items can be for your personal use or used as a promotional giveaway for your brand.*
  - 10 passes to the festival (\$450 value)

## 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:
  - Festival map
  - Music stage banner
  - Event sponsor page with hyperlink
  - E-newsletter promotions
  - Facebook sponsor photo album with tag
- Tickets: *These items can be for your personal use or used as a promotional giveaway for your brand.*
  - 5 General Admission passes to the festival (\$225 value)

## 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:
  - Music stage banner
  - Event sponsor page with hyperlink
  - E-newsletter promotions
  - Facebook sponsor photo album with tag
- Tickets: *These items can be for your personal use or used as a promotional giveaway for your brand.*
  - 5 General Admission passes to the festival (\$225 value)

## Hopping on Board - \$1,000

- 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:
  - Music stage banner

- Event sponsor page with hyperlink
- E-newsletter promotions
- Facebook sponsor photo album with tag
- Tickets: *These items can be for your personal use or used as a promotional giveaway for your brand.*
  - 3 General Admission passes to the festival (\$135 value)

## 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:
  - Music stage banner
  - Event sponsor page with hyperlink
  - E-newsletter promotions
  - Facebook sponsor photo album with tag
- Tickets: *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)

## 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:
  - Music stage banner
- Tickets: *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)

## Hop Investor - \$250

- 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