



Great American Beer Festival

SPONSORSHIP PACKAGES (\$15,000+)

| | Official | Associate | Exhibiting Patron | Non-exhibiting Patron |
|--|-------------------------|-----------------------|------------------------|--------------------------|
| Festival Presence | | | | |
| Exhibit Space or Asset | 20' x 10' or Asset | 10' x 10' | 10' x 10' | |
| Badges | | | | |
| Sponsor/Exhibitor Badges (All Access) | 12 | 10 | 8 | 8 |
| Hospitality Tickets | | | | |
| Thursday Night | 30 | 15 | 8 | 8 |
| Friday Night | 30 | 15 | 8 | 8 |
| Saturday Afternoon Members-Only Session | 20 | 10 | 6 | 6 |
| Saturday Night | 20 | 15 | 8 | 8 |
| TOTAL TICKETS | 100 | 55 | 30 | 30 |
| Additional Ticket Purchase Opportunity | | | | |
| Maximum Additional Tickets May Purchase | 50 | 30 | 15 | 15 |
| Promotional Materials | | | | |
| Wall Banners Hung in Convention Hall | Four (4) 20'w x 10'h | Two (2) 20' w 10'h | Two (2) 10'w x 10'h | Two (2) 10' w x 10' h |
| Physical Gift Provided at Registration to Attending Breweries, Industry Reps, Media & Sponsors | X | X | X | |
| Electronic Coupon to Festival Volunteers | X | X | X | |
| Registered Brewery Mailing List (One-time Use) | X | X | X | |
| Direct Email to GABF Attendees | X | X | | |
| Direct Email to GABF Breweries | | | X | |
| Social Promotion | | | | |
| Custom Promotion via Facebook, Twitter and Instagram | Two (2) | One (1) | | |
| Advertising | | | | |
| GreatAmericanBeerFestival.com Banner Advertisement | Six (6) months | Five (5) months | Four (4) months | Four (4) months |

Continued ➡



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| Advertising (continued) | | | | |
| Digital Advertisement on Screens in the Festival | X | X | X | X |
| CraftBeer.com Banner Advertisement | Five (5) months | Four (4) months | Three (3) months | Three (3) months |
| Regional Brand Prominence on Event Marketing* | | | | |
| Billboards | X | | | |
| Festival Posters | X | X | | |
| Festival Postcards | X | X | | |
| Light Rail Transit Branding | X | X | | |
| Recognition on Festival Collateral | | | | |
| Recognition on GreatAmericanBeerFestival.com | X | X | X | X |
| 'Thank You Sponsors' Link on Emails | X | X | X | X |
| Thank You Signage at the Festival | X | X | X | X |

*Event marketing collateral subject to change.



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GreatAmericanBeerFestival.com

