



Vermont Brewers Association Sponsorship Opportunities

Vermont Brewers Festival Burlington, VT Friday and Saturday July 20 & 21 2018

For the last 25 years the Vermont Brewers Association has been hosting a successful two-day event on the waterfront in Burlington, VT. Over the two days of the festival there are two tasting sessions per day for a total of four sessions. In addition to 50 breweries and their staff, plus 15 food and retail vendors, there are 2,800 ticket holders per session for a total of 11,200 attendees over two days.

The Brewers Festival is a fundraiser in support of the Vermont Brewers Association. Founded in 1995 the VBA promotes and strengthens the culture of craft brewing in Vermont through marketing, education and advocacy for Vermont made beer.

Presenting Sponsor – \$7,500

- Event day signage (provided by sponsor)
- (2) 3x5 banners on event fencing (provided by sponsor)
- Tent space at the event for all four sessions
- Access to hand out product to all attendees upon entrance to the event
- Announcements from the stage
- Logo and link on vermontbrewers.com
- Full page advertisement and logo placement on the back cover in the festival guide – provides attendees with information on brewers in attendance and beers being served (6,000 copies printed and posted on the event website)
- Listing on the new Vermont Brewers Association app
- Advertising space on all tickets (11,200 tickets)
- Social media mentions (11,000+ followers on Facebook, 2,016 on Instagram 5,294 on Twitter)
- Featured in at least one email sent to all past ticket holders (14,000 emails)
- 30 tickets to the event

Premier Sponsor – \$5,000 per day (2 spots available)

- Event day signage (provided by sponsor)
- (1) 3x5 banner on event fencing (provided by sponsor)
- Tent space at the event for two sessions
- Announcements from stage
- Stage signage (provided by sponsor)
- Logo and link on vermontbrewers.com
- Full page advertisement and logo placement in the festival guide – provides attendees with beers and brewers listings plus a map of the venue (6,000 copies printed and posted on event website)
- Social media mentions (11,000+ followers on Facebook, 2,016 on Instagram 5,294 on Twitter)
- Featured in at least one email sent to all past ticket holders (14,000 emails)
- 20 tickets to the event

Seating Area – \$2,500 per day (2 spots available)

Benefits include:

- Tent signage (provided by sponsor)
- Seating area featuring signage with sponsor logo – A Beautiful tented space with 100 Adirondack chairs facing out to picturesque Lake Champlain.
- Logo and link on vermontbrewers.com
- Social media mentions (11,000+ followers on Facebook, 2,016 on Instagram 5,294 on Twitter)
- Logo featured in the festival guide – provides attendees with beers and brewers listings plus a map of the venue (6,000 copies printed and posted on event website)
- 10 Tickets to the event

Event Supporter – \$500 (multiple spots available)

- Logo and link on vermontbrewers.com
- Logo featured in the festival guide – provides attendees with beers and brewers listings plus a map of the venue (6,000 copies printed and posted on event website)
- Social media mentions (11,000+ followers on Facebook, 2,016 on Instagram 5,294 on Twitter)
- 4 tickets to the event

Contact: Amy Cronin, Festival and Marketing Manager
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