



BEER WORTH FINDING
**VERMONT BREWERS
FESTIVAL KILLINGTON**
VERMONT BREWERS ASSOCIATION

Vermont Brewers Association Sponsorship Opportunities
Vermont Brewers Festival at Killington Saturday, March 21, 2020

People travel from all over the country to attend our summer festival in Burlington, VT. Now, we have brought a second festival to the picturesque mountain of Killington Resort. This all outdoor festival will feature unique beer made in collaboration from our Vermont brewers. Join us by sponsoring this one-day event with two tasting sessions, 36 brewers, and nearly 4,000 attendees. Come taste beers you won't find anywhere else and align your business with Vermont's most popular brewer's festival.

The Vermont Brewers Festival was established in 1991 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
- Access to hand out product to all attendees upon entrance to the event
- Logo and link on vermontbrewers.com (20,000 site views monthly)
- 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 (2,000 copies printed and posted on event website)
- Advertising space on all tickets (4,000 tickets)
- Listing on the new Vermont Brewers Association App (15,000 users)
- Social media mentions (15,400+ followers on Facebook, 4,840 on Instagram, and 6,291 on Twitter)
- Featured in all emails sent to all past ticket holders (20,000 emails)
- 20 tickets to the event
- 6 lift tickets to ski or ride at Killington

Premier Sponsor – \$5,000

- Event day signage (provided by sponsor)
- (1) 3x5 banner on event fencing (provided by sponsor)
- Tent space at the event
- Logo and link on vermontbrewers.com (20,000 site views monthly)

- Full page advertisement and logo placement in the festival guide – provides attendees with information on brewers in attendance and beers being served (2,000 copies printed and posted on event website)
- Social media mentions (15,400+ followers on Facebook, 4,840 on Instagram, and 6,291 on Twitter)
- 10 tickets to the event

Warming Tent Sponsor – \$2,500 (heated tented space for attendees to enjoy)

- Tent signage (provided by sponsor)
- Logo and link on vermontbrewers.com (20,000 site views monthly)
- Social media mentions (15,400+ followers on Facebook, 4,840 on Instagram, and 6,291 on Twitter)
- Half page advertisement and logo featured in the festival guide – provides attendees with information on brewers in attendance and beers being served (2,000 copies printed and posted on event website)
- 5 tickets to the event

Tasting Ticket Sponsor – \$1,000

- Advertisement on the back side of the event’s tasting ticket. The tasting ticket is 4x6 space and is used by all attendees (4,000 printed) to sample beer.
- Logo and link on vermontbrewers.com (20,000 site views monthly)
- Logo featured in the festival guide – provides attendees with information on brewers in attendance and beers being served (2,000 copies printed and posted on event website)
- Social media mentions (15,400+ followers on Facebook, 4,840 on Instagram, and 6,291 on Twitter)
- 4 tickets to the event

Event Supporter – \$500

- Logo and link on vermontbrewers.com (20,000 site views monthly)
- Logo featured in the festival guide – provides attendees with information on brewers in attendance and beers being served (2,000 copies printed and posted on event website)
- Social media mentions (15,400+ followers on Facebook, 4,840 on Instagram, and 6,291 on Twitter)
- 4 tickets to the event



2019 Vermont Brewers Festival at Killington Resort

Contact: Amy Cronin, Festival and Marketing Manager
amy.cronin@vermontbrewers.com / 774-217-0182