



**Vermont Brewers Festival Burlington, VT
Friday and Saturday July 17 & 18 2020
Sponsorship Opportunities**

Established in 1991, the Vermont Brewers Festival is a successful two-day craft beer event on the waterfront in Burlington, VT. Attendees travel from all over the country to attend our festival – located in one of Vermont’s most picturesque locations, the shores of Lake Champlain in Burlington, VT. Come taste beers you won’t find anywhere else and align your business with Vermont’s most popular brewers’ festival.

Festival Facts:

- Two-day event
- Two tasting sessions per day, each four hours long, for a total of four sessions
- 50 breweries and their staff in attendance
- 16 food and retail vendors
- Nearly 3,000 ticket holders per session – 11,200 attendees over the two days.
- Live music
- Large scale games
- Food and beer pairings
- Attendees travel from across the country with the majority of attendees from New England, New York, New Jersey, and Canada

The Vermont 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

- Tent space at the event for all four sessions – opportunity to interact with attendees, give away promotional items
- Event day signage throughout the event (provided by sponsor)
- Announcements from the stage
- Logo and link on vermontbrewers.com (20,000 site views monthly)
- Full page advertisement on the back cover in the festival guide plus logo placement within the 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 Vermont Brewers Association app (currently 15,000+ users with an average of 450 downloads per month)
- Advertising on all event tickets (11,000+ tickets)

- Social media mentions (15,400+ followers on Facebook, 4,840 on Instagram, and 6,291 on Twitter)
- Featured in at least one email sent to all past ticket holders (16,000 emails)
- Volunteer opportunities
- 30 tickets to attend the event

Entertainment/Game Area Sponsors – \$5,000

- Tent space at the event – opportunity to interact with attendees, give away promotional items
- Located by brewers' tents near all lawn game (corn hole, table top Jenga, 2 large connect 4 games, large beer pong)
- Announcement of sponsorship from stage
- Area signage (provided by sponsor)
- Logo and link on vermontbrewers.com (20,000 site views monthly)
- Half 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 (15,400+ followers on Facebook, 4,840 on Instagram, and 6,291 on Twitter)
- 20 tickets to the event

Experience Tent – \$3,500

- Attendees can expand their pallet and attend beer and cheese pairing sessions hosted by a local cheese monger and different brewer each session. Two pairing sessions held during each tasting session (8 total) with 60 people in attendance at each session. All sessions have sold out in the past
- Opportunity to speak for 2 minutes to attendees before each session begins
- 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)
- Quarter 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)
- 10 tickets to the event

Water Truck Sponsor Tent – \$3,500

- Besides our brewer's tents, this is one of the busiest areas of the event. Attendees, brewers, and volunteers all access this area to rinse their tasting glasses, fill up water bottles and just access water during the event.
- Opportunity for tent and table space (provide by sponsor). Interact with attendees, give away promotional items
- 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)

- Quarter 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)
- 10 tickets to the event

Stage/Music Sponsor – \$2,500

- Live music at all four sessions. The stage is located near the food and retail area of festival
- Stage signage (provided by sponsor)
- Announcement of sponsorship from stage
- Logo and link on vermontbrewers.com (20,000 site views monthly)
- 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 (15,400+ followers on Facebook, 4,840 on Instagram, and 6,291 on Twitter)
- 10 tickets to the event

Seating Area Sponsor – \$2,500

- A beautiful tented space with 100 Adirondack chairs facing out to picturesque Lake Champlain
- Tent signage (provided by sponsor)
- Announcement of sponsorship from stage
- 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)
- 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 (20,000 site views monthly)
- 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 ((15,400+ followers on Facebook, 4,840 on Instagram, and 6,291 on Twitter)
- 4 tickets to the event

Contact: Amy Cronin, Festival and Marketing Manager
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