



Vermont Brewers Festival Burlington, VT
Thursday, Friday, Saturday July 21–22, 2023
Sponsorship Opportunities

Established in 1991, the Vermont Brewers Festival is a successful two-day craft beer event on the waterfront in Burlington, VT. New for 2022, a small farm-to-table event on Thursday evening featuring 10 brewers plus vendors providing local Vermont products to sample and purchase.

Patrons 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:

- Main event is two-days (Friday and Saturday)
- Two tasting sessions per day, each four hours long, for a total of four sessions
- New for 2022, a Thursday evening session with 500 attendees and 10 breweries
- 50 breweries and their staff in attendance
- 16 food and retail vendors
- 1,800 ticket holders per session – 7,200 attendees over the two days.
- Live music
- Large scale games
- Attendees travel from across the country with the majority of them 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 (7,000+ 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 entrance tickets (7,000+ tickets)
- Advertising on all session tasting tickets
- Multiple social media posts (15,400+ followers on Facebook, 7,000+ on Instagram)
- Featured in all pre-event promotional emails sent to 22,000+ with an average open rate of 30–40% and 1–6% click through rate
- Featured in pre-event and post-event email to attendees, 7,000+ email addresses
- Volunteer opportunities
- 25 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 games (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)
- Featured in 1 pre-event promotional email sent to 22,000+ with an average open rate of 30–40% and 1–6% click through rate
- Featured in 1 post-event promotional email to ticket holders, 7,000 email addresses
- Advertising on the backside of additional tasting tickets. 5 additional beer samples, ticket size is 4x2.75
- Full page advertisement and logo placement in the festival guide – provides attendees with beers and brewers listings plus a map of the venue (7,000+ copies printed and posted on event website)
- 2 dedicated media posts (15,400+ followers on Facebook, 7,000+ on Instagram)
- Mentioned as a sponsor in 1 email to our brewers
- 15 tickets to the event

~~Water Truck Sponsor Tent – \$3,500~~

- Next to our brewers’ tents, this is one of the busiest areas of the event. Attendees, brewers, and volunteers access water in this area to rinse their tasting glasses and fill water bottles.
- Presence at the event with tent and table space (tent provide by sponsor). Interact with attendees, give away promotional items
- Announcement of sponsorship from stage
- Signage (provided by sponsor)
- Featured in one post-event email to ticket holders 7,000 email addresses
- Logo and link on vermontbrewers.com (20,000 site views monthly)
- 1 dedicated media post (15,400+ followers on Facebook, 7,000+ on Instagram)

- Half page advertisement and logo placement in the festival guide – provides attendees with beers and brewers listings plus a map of the venue (7,000+ copies printed and posted on event website)
- Mentioned as a sponsor in 1 email to our brewers
- 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 and half page ad in the festival guide – provides attendees with beers and brewers listings plus a map of the venue (7,000+ copies printed and posted on event website)
- 1 dedicated media post (15,400+ followers on Facebook, 7,000+ on Instagram)
- Mentioned as a sponsor in 1 email to our brewers
- 10 tickets to the event

Seating Area Sponsor – \$2,500

- A beautiful tented space with 65 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)
- 1 dedicated social media post (15,400+ followers on Facebook, 7,000+ on Instagram)
- Logo and half page ad featured in the festival guide – provides attendees with beers and brewers listings plus a map of the venue (7,000+ copies printed and posted on event website)
- Mentioned as a sponsor in 1 email to our brewers
- 10 tickets to the event

Event Supporter – \$500 (multiple spots available)

- Logo and link on vermontbrewers.com (20,000 site views monthly)
- Logo and quarter page ad featured in the festival guide – provides attendees with beers and brewers listings plus a map of the venue (7,000+ copies printed and posted on event website)
- Mentioned as a sponsor in 1 email to our participating breweries
- 4 tickets to the event

Contact: Gordon Sinowitz, Administrative Support Staff
 admin@vermontbrewers.com or 347-601-5979