



BEER WORTH FINDING

VERMONT BREWERS FESTIVAL BURLINGTON

VERMONT BREWERS ASSOCIATION

WATERFRONT PARK TBD: JULY 16-17 2027 BURLINGTON, VERMONT

Sponsor the Vermont Brewers Festival

Vermont's premier craft beer festival on Lake Champlain



2025 → 2026

+30%

Ticket Sales

2026

66%

Out-of-State
Attendees

2026

\$18.7M

Earned Media
Value

ABOUT THE FESTIVAL

Established in 1991, the Vermont Brewers Festival brings thousands of craft beer fans to Burlington's waterfront for two days of Vermont beer, food, music and community. Hosted by the Vermont Brewers Association, the festival is our largest annual fundraiser, directly supporting our work to promote and strengthen Vermont craft beer through marketing, education and advocacy.

With attendees traveling from across Vermont, New England, Canada and beyond, the festival gives partners an opportunity to connect their brand with one of Vermont's most recognizable craft beer experiences.

2026 REACH

31 media placements

68 broadcast airings

32K email subscribers

~100K festival page views

45K festival website users

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PRESENTING SPONSOR (1)\$10,000

- 10'x10' booth space at the event for all three sessions (tent provided by sponsor)
- Event day signage throughout the event (provided by sponsor)
- Two tear drop flags at the entrance of the festival (provided by VBA)
- Announcements from the stage at all three sessions
- Logo and link on vermontbrewers.com
- Full page advertisement on the back of festival guide + logo placement
- Advertising on all event tickets
- Dedicated social media post
- Featured in all pre-event and post event promotional emails to brewers and attendees
- Volunteer opportunities
- 35 tickets to attend the event

GLASSWARE SPONSOR (2).....\$7,500

- Logo on the official festival tasting glass used by all attendees
- Event day signage in dining tent (provided by sponsor)
- Announcements from the stage
- Logo and link on vermontbrewers.com
- Half page advertisement in festival guide + logo placement
- Dedicated social media post
- Featured in all pre-event and post event promotional emails to brewers and attendees
- 25 tickets to attend the event

STAGE/MUSIC SPONSOR (1).....\$5,500

- Music at all three sessions. The stage is located near the food and retail area of festival
- 10'x10' booth space at the event for all three sessions (tent provided by sponsor)
- Stage signage (provided by sponsor)
- Announcement of sponsorship from stage at all three sessions
- Logo and link on vermontbrewers.com
- Logo and half page ad in the festival guide
- Featured in all pre-event and post event promotional emails to brewers and attendees
- 15 tickets to the event

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GAMES SPONSOR (1).....\$5,500

- Game space for attendees to have fun during event
- 10'x10' booth space at the event for all three sessions (tent provided by sponsor)
- Announcement of sponsorship from stage at all three sessions
- Area signage (provided by sponsor)
- Logo and link on vermontbrewers.com
- Half page advertisement and logo placement in the festival guide
- Featured in all pre-event and post event promotional emails to brewers and attendees
- 15 tickets to the event

ENTERTAINMENT SPONSOR (1).....\$5,500

- 10'x10' booth space at the event for all three sessions (tent provided by sponsor)
- Presents the music talent
- Announcement of sponsorship from stage at all three sessions
- Area signage (provided by sponsor)
- Logo and link on vermontbrewers.com
- Half page advertisement and logo placement in the festival guide
- Featured in all pre-event and post event promotional emails to brewers and attendees
- 15 tickets to the event

VIP TENT SPONSOR (2).....\$5,000

- Brand presence in the VIP lounge, open exclusively to VIP ticket holders beginning at 4:30 PM
- Opportunity to provide or sponsor light bites for VIP guests
- Logo placement on VIP beer menus featuring four specialty VIP-only beers
- Logo placement and signage throughout the VIP Tent
- Opportunity to set up a table in the VIP Tent and distribute swag or promotional materials directly to VIP attendees
- Sponsorship recognition from the stage during the Friday night session
- Logo and link on vermontbrewers.com
- Half-page advertisement and logo placement in the festival guide
- Featured in pre-event and post-event promotional emails to brewers and attendees
- 15 tickets to the event

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WATER TRUCK SPONSOR (1).....\$3,500

- Water Truck Info - Attendees, brewers, and volunteers access water in this area to rinse their tasting glasses and fill water bottles.
- Announcement of sponsorship from stage at all three sessions
- Signage on Water Truck (provided by sponsor)
- Logo and link on vermontbrewers.com
- Half page advertisement and logo placement in the festival guide
- Featured in all pre-event and post event promotional emails to brewers and attendees
- 10 tickets to the event

DESIGNATED DRIVER SPONSOR (2).....\$3,000

- Special sticker for designated drivers with logo or name
- Announcement of sponsorship from stage during each session
- Area signage (provided by sponsor) at NA beverage area(s)
- Logo and link on vermontbrewers.com
- Featured in pre-event and post event promotional emails
- Quarter page advertisement and logo placement in the festival guide
- Featured in all pre-event and post event promotional emails to brewers and attendees
- 8 tickets to the event

HANGOUT ZONE SPONSOR (1).....\$2,500

- Lounge area for attendees to have fun during event
- Sponsored provided chairs, loungers, hammocks for attendees in chill/hang out zone
- Announcement of sponsorship from stage during each session
- Area signage (provided by sponsor)
- Logo and link on vermontbrewers.com
- Featured in pre-event and post event promotional emails
- Quarter page advertisement and logo placement in the festival guide
- Featured in all pre-event and post event promotional emails to brewers and attendees
- 5 tickets to the event

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FERMENTATION TENT SPONSOR (1).....\$2,500

- Educational portion of the festival where all things fermentation are discussed with brewers, farmers, and local fermenters for three sessions with different panel for each one.
- 60 seats/tickets per session
- Logo and link on vermontbrewers.com
- Signage in Fermentation Tent (provided by sponsor)
- Logo and link on vermontbrewers.com
- Featured in all pre-event and post event promotional emails to brewers and attendees
- Announcement from stage during event at all three sessions
- Logo and quarter page ad in festival guide
- 5 Tickets to festival

BREWER AFTER PARTY SPONSOR (3).....\$1,500

- Brewer after party will be on Friday at Foam Brewers
- Opportunity to hang out with the brewers, hand out swag, samples, etc
- Signage (provided by sponsor)
- Logo and link on vermontbrewers.com
- Logo and quarter page ad featured in the festival guide
- Featured in all pre-event and post event promotional emails to brewers and attendees
- Announcement from stage as sponsor at Friday session
- 3 tickets to the after-party + 3 tickets to the festival

BREWER HOSPITALITY SPONSOR (2).....\$1,500

- Brewer Hospitality - snack and drink baskets for brewers during event
- Signage at festival (provided by sponsor)
- Announcement from stage as sponsor for all three sessions
- Logo and link on vermontbrewers.com
- Logo and quarter page ad featured in the festival guide
- Featured in all pre-event and post event promotional emails to brewers and attendees
- 3 tickets to the after-party + 3 tickets to the festival

EVENT SUPPORTER (5).....\$500

- Logo and link on vermontbrewers.com
- Featured in all pre-event and post event promotional emails to brewers and attendees
- 2 tickets to the event

INTERESTED IN SPONSORSHIP?

EMAIL EMMA ARIAN | EXECUTIVE DIRECTOR | EMMA@VERMONTBREWERS.COM