



**SACRAMENTO
BEER WEEK**
2024

**SPONSORSHIP
OPPORTUNITIES
2024**

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WELCOME TO SACRAMENTO BEER WEEK

To our valued community partner,

On behalf of the Sacramento Area Brewers Guild, I would like to invite you to participate in the 2024 Sacramento Beer Week, scheduled from April 26 - May 5, 2024.

Founded in 2010, Sacramento Beer Week has grown into one of the region's most anticipated annual events, showcasing the diversity, creativity, and craftsmanship of our local breweries. As we gear up for the 2024 edition, we are seeking partners who share our passion for community, quality, and the thriving craft beer culture.

Your sponsorship would play a pivotal role in the success of Sacramento Beer Week, directly impacting the economic vitality and visibility of our region's craft breweries. Your support permits us to connect the public with participating breweries and events, and it supports our Guild in providing educational and business small business resources to our 70+ member breweries operating in Sacramento, Placer, El Dorado, and Yolo Counties.

Please see the enclosed sponsorship opportunities, as well as information about Sacramento Beer Week and a brand new festival we're excited to introduce to the Sacramento region.

On behalf of Sacramento's small craft breweries, thank you for considering this exciting opportunity to elevate your brand while supporting our local craft brewing community. We look forward to the possibility of working together to make Sacramento Beer Week 2024 an unforgettable celebration of local craft beer.

Cheers!

Chris Keeton
President, Sacramento Area Brewers Guild
info@sacareabrewersguild.org



WHAT IS #SACBEERWEEK?

Sacramento Beer Week is a 10-day celebration of the Sacramento region's craft beer scene. Over the course of Sacramento Beer Week, hundreds of breweries, taprooms, restaurants, and retailers organize entertaining, educational and unique craft beer events that engage consumers and encourage them to sip local and discover new breweries and flavors.

www.sacramentobeerweek.com



What is the Sacramento Area Brewers Guild?

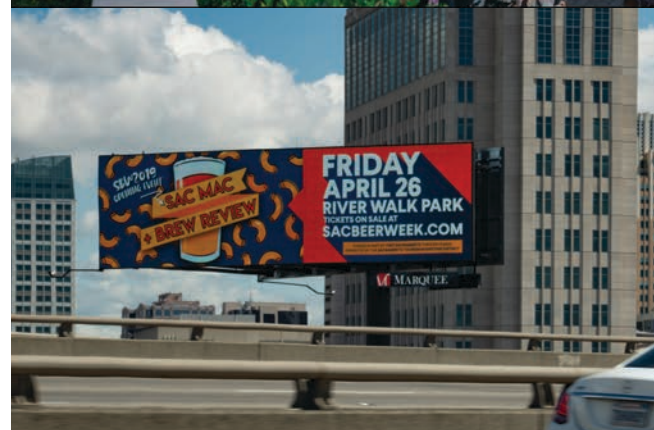
The Sacramento Area Brewers Guild is a 501(c)6 nonprofit that supports, educates and empowers craft breweries in the Sacramento region. The Sacramento Area Brewers Guild consists of 60+ member breweries, who are small businesses making economic and philanthropic contributes to their communities and the area's greater craft beer scene. Learn more about the Guild (EIN #82-4055355) at sacareabrewersguild.org.

FEATURED EVENT: Sacramento Brewers Showcase

We are thrilled to introduce a brand new festival featuring the Sacramento region's best beers on **Saturday, May 4th from 2-6 PM.**

The event will showcase the region's craft breweries and the beers they have released in celebration of Sacramento Beer Week. Up to 2,500 attendees will enjoy unlimited 4 oz. samples of beer and special pop-up pours of some of the brewers' most coveted and awarded beers. Join us for the VIP Session for an extra hour of tasting and other fun surprises!

And if you think we're going to let the opportunity to celebrate #MayTheFourth pass us by at this event, think again! You can expect cosplayers, costume contests and more during the event. This will be the best beer fest in the galaxy!



SPONSORSHIPS 2024

Sacramento Beer Week wouldn't be possible without the generosity of our sponsors. To discuss any of the following opportunities or create a custom package for your business, contact info@sacbeerweek.com.

THE BREWMASTER \$12,500 (Limit 1)

Interested in reaching tens of thousands of craft beer lovers in the Sacramento Region? Our Title Sponsor will be prominently featured in all of our Sacramento Beer Week and Signature Event promotional efforts - from paid radio ads and printed materials to media relations and influencer marketing campaigns. Your brand will also be prominently integrated into the Signature Event, from your logo on our commemorative tasting glasses and a 10'X20' booth space, to signage strategically placed throughout this event.

THE MALT MAVERICK \$8,000 (Limit 1)

Our Presenting Sponsor will be featured in all aspects of Sacramento Beer Week and Signature Event promotions, from having a booth centrally located at the Signature Event to be included in every facet of digital and printed advertising campaigns.

BARLEY BARON \$5,000 (Limit 4)

Official Sponsors of Sacramento Beer Week will receive ample promotion in digital advertising efforts promoting Beer Week and the Signature Event, plus placement in select printed promotional materials. Official Sponsors will also receive a booth space at the Signature Event.

HOP HERO \$2,000

Industry Sponsors will reach both brewers and craft beer enthusiasts alike. Your business will receive a booth at the Signature Event and be included in digital marketing efforts, including the Sacramento Beer Week website and e-blasts.

ALE AMBASSADOR \$500

Our Supporting Sponsor opportunity makes it easy for you to show your support for Sacramento craft beer. You'll be featured as a sponsor in select marketing efforts and receive hospitality passes to the Signature Event.

For details about what's included in the above Sponsorship Opportunities, see next page!

| | BREW MASTER \$12,500 <i>Limit 1</i> | MALT MAVERICK \$8,000 <i>Limit 1</i> | BARLEY BARON \$5,000 <i>Limit 4</i> | HOP HERO \$2,000 | ALE AM- BASSADOR \$500 |
|---|--|---|--|------------------------|------------------------------|
| SIGNATURE EVENT | | | | | |
| 10' x 20' booth space and 1-8ft table | X | | | | |
| 10' x 10' booth space and 1-8ft table | | X | X | X | |
| Endcap Booth at Showcase | X | X | Add \$1,000 | | |
| Hospitality Passes (incl. Booth Staff Passes) | 20 | 10 | 6 | 4 | 2 |
| Logo Inclusion on banner at Entrance | X | | | | |
| Logo on tasting glassware | X | | | | |
| Banner Opportunities | 2 | | | | |
| Name/Logo in all marketing/media | X | X | | | |
| Item for Brewers | X | X | X | | |
| Item for Media/Influencers in Attendance | X | X | X | | |
| Category Exclusivity | X | X | | | |
| ELECTRONIC | | | | | |
| Linked logo in sponsorship directory | X | X | X | X | X |
| Sponsor Feature in E-blast | 1 | 1 | | | |
| Mention in SBW email blasts | logo | logo | mention | mention | mention |
| Facebook Mentions | 6 | 4 | 2 | 1 | |
| Instagram Mentions | 3 | 2 | 1 | | |
| Instagram Takeover | 1 | 1 | | | |
| Ticket Giveaway (social media contest) | dedicated | dedicated | | | |
| COLLATERAL | | | | | |
| Logo on Event Poster | X | X | X | | |
| Logo on Coasters | X | X | | | |
| Logo on Other Materials, as Appropriate | X | X | X | X | X |
| MEDIA | | | | | |
| Mention in all Press Releases | X | X | | | |
| Inclusion in Advertising (space permitting) | X | X | X | | |

ADDITIONAL OPPORTUNITIES

BREWERS SHOWCASE VENDOR \$200-400

We'd love to have you at the Signature Event! A limited number of 10' booth spaces (includes 6' table) are available for local artisans (\$200; products may not be consumed on-site at event) and commercial businesses (\$400) to sell and market their businesses.

AFTER PARTY SPONSOR \$4,500

Keep the party going after the Signature Event is over! We'll promote your location as the go-to spot to our attendees and media partners before, during, and after the event. You'll receive mention in all Signature Event marketing, plus up to 8 event tickets for you and your team.

Sponsorship availability is first come, first served.

If you have questions or wish to finalize or customize a sponsorship opportunity, please email info@sacbeerweek.com. Cheers!