

2nd Annual
CALIFORNIA BREW FESTIVAL
Santa Barbara, California
SEPTEMBER 29, 2018
SPONSOR INFORMATION





EVENT OVERVIEW

Event Overview

The California Brew Festival is a showcase of premier breweries. The Festival will showcase over 100 craft brews from all over the world. The mission of the California Brew Festival is to promote, educate and celebrate great craft brews.

Mission Statement

The mission of the California Brew Festival in Santa Barbara is to promote and celebrate top breweries - one of California's most beautiful seaside communities in one of America's most affluent counties. The California Brew Festival focuses national attention on California's premier beer producers.

Vision or Purpose Statement

- **Charity:** to raise funds for the Surf Happens Foundation
- **Education:** for the general consumer, to promote beer education through direct one-on-one access to world class professionals and beer experts
- **Recognition:** to bring national and regional attention to the beer offerings of California.

Charitable Initiatives



The California Brew Festival supports the Surf Happens Foundation. The Mission of the Surf Happens Foundation is to enrich the lives of local youth through environmental education and the sport of surfing.



EVENT DESCRIPTION

Saturday, September 29, 2018 - 2-5:30pm
(VIPs 1:00pm)
Chase Palm Park Field
323 East Cabrillo Blvd
Santa Barbara, CA

Santa Barbara, one of America's most beautiful cities, will become the host to the city's largest beer festival on Saturday, September 29, 2018. The California Brew Festival will host the ultra-elite breweries and brew masters at the oceanfront Chase Palm Park.

This is the "Biggest Brew Festival Under the Sun" in Santa Barbara! A spectacular gathering of over 40 top breweries showcasing a total of over 150 beers at our sunny beach front location. Over 2,500 beer fans will grab their beer glass and start sipping just a frisbee throw away from the sparkling Pacific, while One2Tree, a soulful reggae band, keeps the beat for this all-day feast for the senses where beer is king.

MARKETING OUTLINE

Digital, Print & Media Outlets:

The marketing campaign begins 4 months out and will utilize a cross selection of digital, print, radio, emarketing, social networking and flyers posters/banners to promote the California Brew Festival.

- Event Brochure (consumer) - 10,000
- Festival Poster - 1,000
- Festival Program (on-site) - 2,000

In addition, the 2018 Festival will be promoted through:

- Social Media campaigns on Facebook, Twitter and Instagram
- Online, Radio and Print Advertising
- Monthly Electronic Newsletter (12 x 22,000 subscribers, including attendees, trade, media and exhibitors)
- Over 40 Nationally ranked beer websites in addition to Gayot.com, Yelp.com, TripAdvisor.com, etc.
- California Brew Festival website (over 22,000 unique visitors/month)
- Chamber of Commerce and Convention & Visitor Center eNewsletters
- Targeted Food and Beer Related blogs with professional bloggers
- Web banner ads and eblast promotions with sbaxxess.com, edhat.com, SantaBarbara.com, and many others
- Local, regional and national media partnerships with Independent, Santa Barbara NewsPress, Spectrum Reach, Santa Barbara Chamber of Commerce, Santa Barbara Axxess, Santa Barbara Conference & Visitors Bureau
- Radio & online promotion/giveaways
- Television commercials with Spectrum Reach and KEYT/FOX
- Extensive public relations outreach





WHY BECOME A SPONSOR?

A Unique Marketing Opportunity

The California Brew Festival provides exceptional exposure for sponsors through a wide variety of media advertising, press coverage, email marketing, website exposure and on-site event visibility. Our first-class prime-time event attracts hundreds of high demographic food and beer lovers that appreciate and can afford the finer things in life

Image Branding

Image branding is high profile penetration in a prestigious environment that truly sends the “right” message about your brand of community involvement, support for a worthy charity and a popular local event in one of America’s most affluent counties(A portion of the net proceeds benefits Surf Happens Foundation.)



TYPES OF SPONSORSHIPS

Corporate Sponsors

As a Festival Corporate Sponsor, your company will become one of the Festival's premier showcased sponsors. Your company will be featured in the overall promotion of the Festival and your company will receive broad exposure to potential and existing guests and other sponsors. To give your company the most exposure, we have exclusive categories in which you will be the only company in the following categories: Airline, Automobile, Credit Card, Cruise Line, Solar, Bottle Water etc. Corporate sponsors can entertain their customers, clients and employees at their own on-site pavilion on "festival day".

Item Sponsors

As an Item Sponsor, your company logo and/or company name will appear on the item, and your company will be acknowledged in the Program Guide. Organizations may sponsor or co-sponsor any of these mementos, or an appropriate additional one of their own choosing:

- **Official Tasting Glass** - \$10,000
(includes Silver Level Sponsorship benefits)
Company logo on 2,000 beer glasses
- **Tickets - Advance/On-site** - \$5,000
(includes Bronze Level Sponsorship benefits)
Company logo on every ticket
(over 3,000 impressions)
- **Official Event Bag** - \$5,000
(includes Bronze Level Sponsorship benefits)
Company logo on every bag handed out to attendees (over 3,000 bags)
- **VIP Pavilion Sponsor** - \$10,000
(includes Silver Level Sponsorship benefits)
- **Official Event Wristband** - \$5,000
(includes Bronze Level Sponsorship benefits)
Company logo on every bracelet handed out to attendees (over 3,000 bracelets)
- **VIP Bag Inserts** - \$2,500
(includes Bronze Level Sponsorship benefits)
Your company product/promotion in VIP gift bags. Great exposure to over 700 VIP's

In-Kind Sponsors

In-kind contributions which add promotion or incentive to the California Brew Festival can be combined with cash donation to attain higher sponsorships levels. Product sponsorships are also encouraged. Examples of product sponsorships we offer include water, tea, coffee, chocolate, bread, cheese, crackers, etc.



TITLE SPONSORSHIP

\$25,000

Benefits of this Sponsorship:

- Sponsor is to be the sole Title Sponsor of the 2018 California Brew Festival event in Santa Barbara. Sponsors name becomes part of Event title in all references. (i.e. “Title Sponsor” 2018 California Brew Festival)
- 20’ x 60’ Hospitality Pavilion at California Brew Festival site. Draped tables (10), chairs (60), special beers, appetizers and servers will be supplied. Pavilion logo banner included.
- One co-branded e-blast promoting sponsorship.
- Highlighted on monthly e-newsletter with logo and link to your site. (22,000 recipients)
- Opportunity to distribute materials at all events.
- 50 California Brew Festival VIP passes (Sat. September 29, 2018).
- Logo display in all print advertising, internet marketing, promotional brochures, festival programs, festival posters and other promotional materials, all local/regional print and electronic media employed, online marketing, internet beer/food/festival calendars, winery tasting rooms, mug club newsletters.
- Customized sponsor web page will be built and included on CBF website.
- Logo prominently displayed on all onsite event banners and signage.
- Logo prominently featured on the front cover of the Festival program.
- Full-page color (Back Cover Position) advertisement in the Festival program.
- First right of refusal for the 3rd Annual California Brew Festival – Santa Barbara



DIAMOND LEVEL SPONSORSHIP

\$15,000

Benefits of this Sponsorship:

- Sponsorship of \$15,000 or more entitles Sponsor to be a Diamond Sponsor of the California Brew Festival – Santa Barbara.
- 20' x 40' Hospitality Pavilion at California Brew Festival site. Draped tables (6), chairs (36), special beers, appetizers and servers will be supplied. Pavilion logo banner included.
- One co-branded e-blast promoting sponsorship.
- Diamond Sponsor highlighted on monthly e-newsletter with logo and link to your site. (20,000 recipients)
- 30 California Brew Festival VIP passes (Sat. September 29, 2018).
- Logo display in all print advertising, internet marketing, promotional brochures, festival programs, festival posters and other promotional materials, all local/regional print and electronic media employed, online marketing, internet beer/food/festival calendars, winery tasting rooms, mug club newsletters.
- Logo prominently displayed on all onsite event banners and signage.
- Logo prominently featured on the front cover of the Festival program.
- Full-page color (Key Position) advertisement in the Festival program.
- First right of refusal for the 3rd Annual California Brew Festival – Santa Barbara

GOLD LEVEL SPONSORSHIP • \$10,000

- 20' x 20' Hospitality Pavilion at California Brew Festival site. Draped tables (4), chairs (24) will be supplied. Pavilion logo banner included.
- Gold Level Sponsor highlighted on monthly e-newsletter with link to your site. (22,000 recipients)
- Logo display in all print advertising, internet marketing, promotional brochures, festival programs, festival posters and other promotional materials, all local/regional print and electronic media employed, online marketing, internet beer/food/festival calendars, winery tasting rooms, mug club newsletters.
- Logo will be displayed on all event banners and signage on site.
- Full-page color advertisement in the Festival program.
- 20 California Brew Festival VIP passes (Sat. September 29, 2018).

SILVER LEVEL SPONSORSHIP • \$5,000

- 10' x 20' exhibit booth space at California Brew Festival.
- Logo display in all print advertising, internet marketing, promotional brochures, festival programs, festival posters and other promotional materials, all local/regional print and electronic media employed, online marketing, internet beer/food/festival calendars, winery tasting rooms, mug club newsletters.
- Logo will be displayed on all event banners and signage.
- 1/2-page color advertisement in the Festival program.
- 12 California Brew Festival VIP passes (Sat. September 29, 2018).

BRONZE LEVEL SPONSORSHIP • \$2,500

- 10' x 10' exhibit booth space at California Brew Festival.
- Logo display in all print advertising, internet marketing, promotional brochures, festival programs, festival posters and other promotional materials, all local/regional print and electronic media employed, online marketing, internet beer/food/festival calendars, winery tasting rooms, mug club newsletters.
- Logo will be displayed on all event banners and signage.
- 1/4-page color advertisement in the Festival program.
- 6 California Brew Festival VIP passes (Sat. September 29, 2018).





CONTACT

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