



PARTNERSHIP OPPORTUNITIES

EMBARCADERO PARK NORTH • MARCH 21, 2020

ABOUT BEST COAST:

On March 21, 2020, Best Cost Beer Fest, San Diego's favorite cancer hating, beer loving fest, is moving on up to Embarcadero Marina Park North for even more sudsy fun. Bringing together over 100 breweries from all across the Best Coast, the festival will allow nearly 5,000 beer lovers the opportunity to sippity, sip, sip on over 200 beers from 100 of the West Coast's best breweries. The beers will be perfectly paired with unbeatable views of San Diego Bay and the downtown skyline. That's why we need you!

Every ticket sold and partnership formed goes to support Cuck Fancer and helps young adult cancer patients and survivors.

Thanks to generous community support like yours, Best Coast has donated more than \$120,000 to date to local cancer fighting and patient advocacy charities.

ABOUT THE CHARITY:

CUCK FANCER.

CUCK FANCER. is an organization dedicated to educating and spreading awareness to young adults affected by cancer through financial assistance and community involvement. Cuck Fancer. will contribute anything necessary so young adult survivors can get their feet back on the ground: Rent, tuition, school supplies, car payments or medical bills, Cuck Fancer. strives to eliminate obstacles in any way possible so that young adult cancer survivors can move forward in their lives with a sense of purpose.





THE DEETS:

DATE: Saturday, March 21, 2020
LOCATION: Embarcadero Marina Park North,
400 Kettner Blvd, San Diego
PROJECTED FESTIVAL ATTENDANCE: 5,000+

BCBF FEATURES:

VIP LOUNGE

- One hour early admission
- Souvenir pint glass
- Dedicated VIP area including
 - Limited edition beers
 - Executive restrooms
 - Food pairings / samples from local beer-centric restaurants
 - Partnership activation opportunities
 - + All General Admission Offerings

GENERAL ADMISSION

- 3 hours of unlimited 1oz tastes
- Over 200 beers from 100+ breweries
- Local spirits tastings
- Lawn Game area
- Cornhole competition
- Local entertainment
- Food truck alley





THE BEST IS GETTING BETTER NEW FOR 2020

BEST COAST BREWS: We're working with our brewers to have them brew special beers just for Best Coast. These will be super exclusive beers only available at the fest.

BEST OF THE FEST: In 2020 we'll be awarding two lucky breweries the "Best of the Fest" award - one for fan favorite and one awarded by industry leaders.

VIRTUAL SWAG BAG: After the event all attendees will receive a virtual swag bag that you are able to provide a promo for, which will lead to direct business from the fest. We'll also be able to track and report back to you how well your offer did.

BRUNCH BASH: Want an entire weekend of fun? Join us for Best Coast Brunch Bash on Sunday, March 22nd for mimosas, micheladas, Bloody Marys and all of the brunch food you can stuff your face with.

**[FOR MORE INFORMATION ON
BEST COAST BRUNCH FEST CLICK HERE](#)**

WHO ARE YOU REACHING?

THE PEOPLE

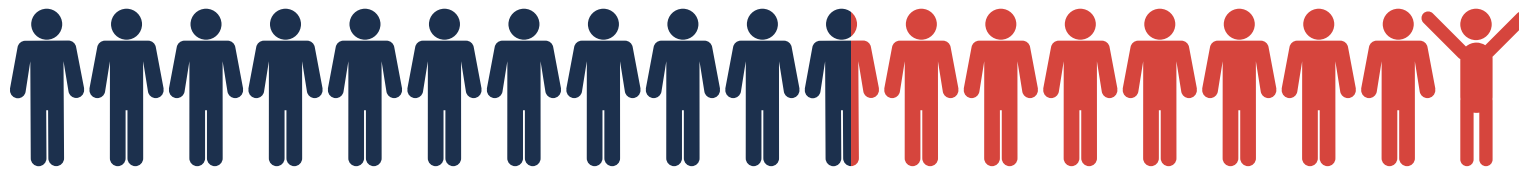
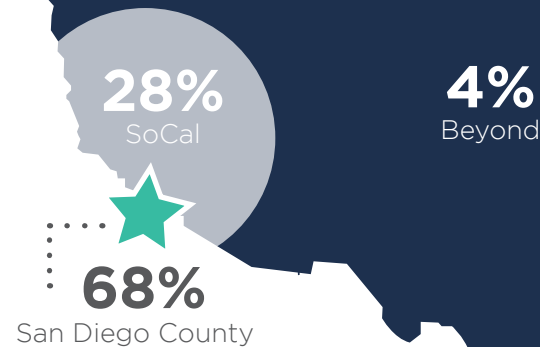


5,000+
ATTENDEES



100+
EXHIBITORS

WHERE ARE THEY FROM



**57% Male &
43% Female**
28-55 = Age Demographic

OUR REACH



42,000+
Email Subscribers



98,000+
Website Views Per Year



1.8 MILLION
Impression Ad Campaign



250,000+
Impressions in Over 50+
Media Placements for 2019



7,500+
Social Media Followers



BENEFITS OF BECOMING OUR PARTNER

- Have access to one of the most sought after demographics in the country.
- Reach a large audience with repeated impressions. Your company name and/or logo will appear on the event's poster and in all promotional materials, include the official festival website (depending on sponsorship package).
- A unique opportunity to engage with people live. Event attendees are a captive, receptive audience that has time to look, listen and hear about your products and/or services.
- Develop new business contacts. The event provides you with a unique networking opportunity to connect with the community in a fun and entertaining environment.
- Demonstrate, sample or test market your product. Receive instant responses about your products and/or services from attendees.
- Show your company's commitment to the local community. The event offers a great way for you to show your commitment to the residents of the San Diego.





PARTNERSHIP OPPORTUNITIES

It's about creating memorable, highly engaging experiences to effectively communicate each brand message. That's why we tailor all partnership opportunities to what works best for your brand. We want to build relationships and are willing to discuss ideas that are fresh and exciting. On the following pages you will find some general ideas for partnerships. However, our creative team is happy to discuss custom activation opportunities with you.

Based on the size of activation your brand desires, within the space/concept available, all packages include event sponsorship, exposure and access to targeted clientele, a custom promotional marketing package for your brand, complimentary tickets for staff and social giveaways, as well as basic infrastructure for the space. It will be up to the brand to activate within the space to receive maximum value.





MAIN ENTRANCE BANNER FEATURING TITLE SPONSOR

TITLE SPONSOR

- Title Sponsor enjoys co-branding in conjunction with Best Coast Beer Fest (i.e. Best Coast Beer Fest presented by Sycuan Casino)
- Event completely branded as Best Coast Beer Fest presented by

INSERT YOUR BUSINESS HERE

- Website
- Ticketing Site
- Tickets
- Entrance banner
- All marketing materials including: Posters, Coasters, Flyers
- Inclusion in all public relations efforts driven by Alternative Strategies, Best Coast's agency of record
- Virtual Swag Bag - have top placement in our virtual swag bag and present offers to BCBF attendees



TITLE SPONSOR PLACEMENT ON TICKETS



2019 POSTER FEATURING SPONSORS



SPONSOR BOOTH

VIP LOUNGE

Want to sponsor the most exclusive portion of the best beer festival in the history of mankind? You're in the right place. You'll be the talk of the town.

- Naming rights for the VIP Lounge
- Ability to provide branded product for use in the VIP lounge (coasters, pillows, gobo lights, etc)
- Activate inside the VIP area
- Logo on all promotional materials including but not limited to: posters, flyers, tickets and website
- Virtual Swag Bag – provide targeted offer to attendees post event





ENTERTAINMENT

- **BEER STAGE**
 - Own the BCBF beer education stage where we will be doing talks with the brewers, pairings and other beer education opportunities
- **LAWN GAMES**
 - Brand out our lawn game area
- **CORNHOLE TOURNAMENT**
 - Presenting sponsor for the Best Coast Cornhole Tournament - 40 attendees will compete for the title of Best Coast Cornhole Champ

BRANDING OPPORTUNITIES

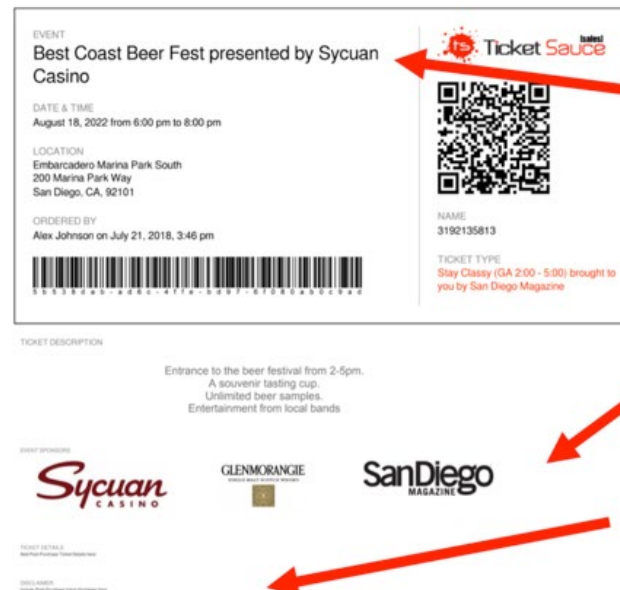
- **VOLUNTEER T-SHIRT**
 - On ALL volunteer shirts (250) which are worn by all volunteers at entrance, brewery booths, etc.
- **TASTING MUGS**
 - Logo on ALL tasting glasses distributed to all attendees and vendors (estimated 7,500)
- **WATER**
 - Logo / custom designed water label on ALL water distributed at event (estimated 5,000 bottled)



TICKETS / TICKETING SITE

- Logo / Special Offer at Top of Ticketing Page
 - Attendees can opt in for special offers
- Logo and/or Special offer printed on tickets (electronic and printed)
 - General Admission
 - VIP
- Order Confirmation Ticket Pop-up
 - Hyperlink logos to sponsors website or to an exclusive offer
- Lead Generation at Check Out + Text / Email Opted In Fans with Special Offers

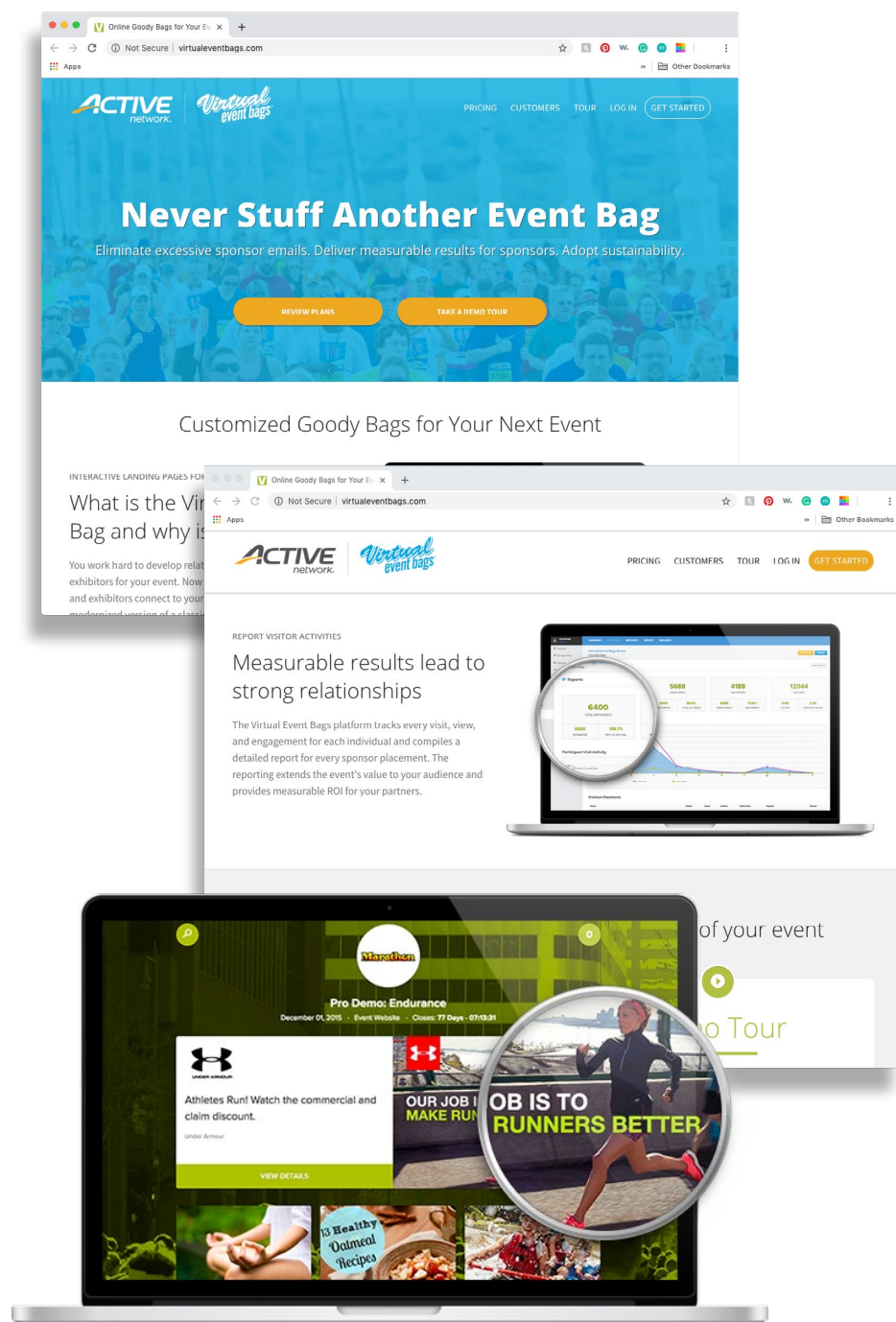
Brand PDF Tickets



ON-SITE

- Signage / Logo
 - Banners / wraps on exterior fencing
 - Wrap for VIP area
 - Main entrance arch
 - Flags
- Booth Space
- Interactive Activation - have your own activation?
Bring it to life at BCBF





VIRTUAL SWAG BAG

After the event all attendees will receive a virtual swag bag that you are able to provide a promo for, which will lead to direct business from the fest. We'll also be able to track and report back to you how well your offer did.

ACTIVATING THE BCBF NETWORK

- Social media posts to our 7,500+ followers
- Text marketing to 5,000+ attendees
- Dedicated Email Blasts and/or special offers on our regular blasts to our 42,000+ email subscribers

MARKETING MATERIALS

- Posters
- Flyers
- Coasters
- Media Materials
- Radio, Print and Online Media
- Website
 - Banner ad on homepage
 - Logo and link to your site on sponsor page

POSTER



PRINT ADS



SOCIAL MEDIA



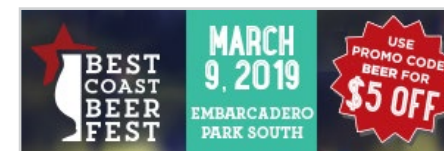
WEB BANNERS



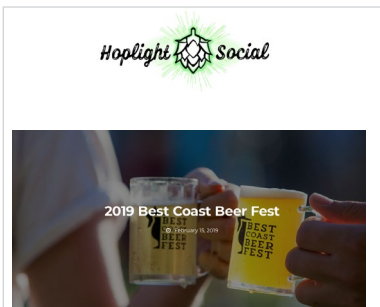
EBLASTS



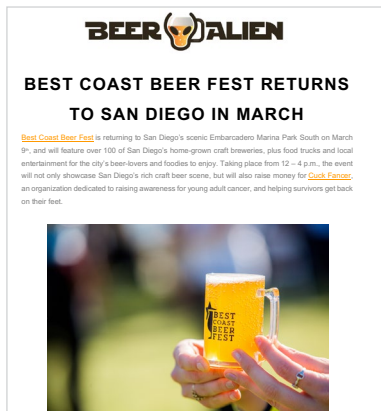
COASTERS



PRESS COVERAGE



We're excited to kick off the 2019 beer fest season at **Best Coast Beer Fest** on **Saturday, March 9!** BCBF is returning to one of our favorite beer fest locations, Embarcadero Marina Park South. With over 100 San Diego craft breweries and over 200 beers, you're sure to find a new favorite or two. Taking place from 12 – 4 p.m. the beer fest will not only showcase San Diego's rich for **Cuck Fancier**, an organization dedicated to and helping survivors get back on their feet.



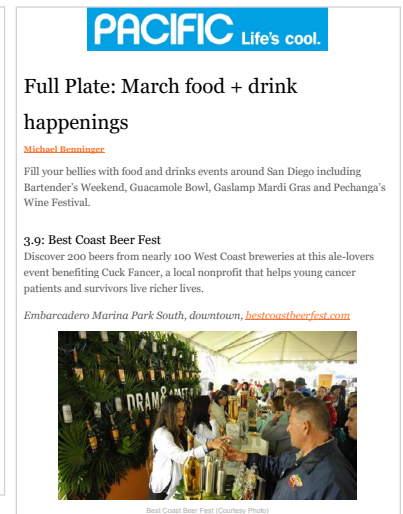
Best Coast Beer Fest is returning to San Diego's scenic Embarcadero Marina Park South on March 9th, and will feature over 100 of San Diego's home-grown craft breweries, plus food trucks and local entertainment for the city's beer-lovers and foodies to enjoy. Taking place from 12 – 4 p.m., the event will not only showcase San Diego's rich craft beer scene, but will also raise money for **Cuck Fancier**, an organization dedicated to raising awareness for young adult cancer, and helping survivors get back on their feet.



The Best Food and Drink Events in February and March

Carruth Barrel-Tasting Party, Cakebread Wine Dinner, and Best Coast Beer Fest

BY TROY JOHNSON
Published: 2019.02.11 06:32 PM



Full Plate: March food + drink happenings

Fill your bellies with food and drinks events around San Diego including Bartender's Weekend, Guacamole Bowl, Gaslamp Mardi Gras and Pechanga's Wine Festival.

3.9: Best Coast Beer Fest
Discover 200 beers from nearly 100 West Coast breweries at this ale-lovers event benefiting Cuck Fancier, a local nonprofit that helps young cancer patients and survivors live richer lives.

Embarcadero Marina Park South, downtown, bestcoastbeerfest.com





IN CLOSING

You rock, we rock - let's rock together. We hope this proposal has given you some insight as to how Best Coast Beer Fest can provide value to you and look forward to partnering with you on a very successful event.

If you have any questions feel free to contact:

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