

# 2017 Roswell Beer Festival

## Sponsorship Opportunities

Sponsorships are tax deductible benefitting our 501(c)3



**Saturday, March 25, 2017**  
**Roswell Town Square**

**For Information Contact:**

Stephanie Christiansen  
Stephanie.c@starhousefoundation.org

[www.roswellbeerfestival.com](http://www.roswellbeerfestival.com)  
[www.facebook.com/roswellbeerfest](https://www.facebook.com/roswellbeerfest)



# 2017 Roswell Beer Festival

The Roswell Beer Festival is a one day event where participants can taste over 300 craft beers, many of them local, including some one-of-a-kind cask beers made just for our event.



**Purpose:** The purpose of this event is to raise awareness and funding to support the STAR House Foundation. STAR House is a non-profit 501(c)3 organization that provides after-school programs to over 200 at-risk children daily in North Fulton County, Georgia.

STAR House staff and volunteers provide on-site tutoring and mentoring while providing food and structured activities to our children. The children get help with, and are held accountable for finishing their homework, and they receive remedial instruction, are taught things like manners and good study habits. These children learn how to succeed in school, creating a foundation for success later in life.

**100% of the net proceeds from this event go directly to the STAR House Foundation. Our goal is to net \$100,000!**

**Where:** Roswell Historic Town Square - at the intersection of Highway 9 and Highway 120 (easily accessible and a well-known, historic landmark.)

**When:** Saturday, March 25<sup>th</sup> 2PM-6PM (Some sponsor packages and VIP ticket-holders will have early access to the event.)

### **Attendee Demographics:**

- 2,000 attendees, with an average age of 44
- 90% attendee satisfaction for previous year's event
- 50% of attendees visit from outside of Roswell

**Logistics:** Roswell Town Square is a secure, partially wooded fenced-in area with a beautiful fountain, a gazebo/stage for music, and a side street that will be closed off for safety, fun, a plenty of room featuring some of Roswell's best food vendors. Over 300 volunteers man over 100 booths, each offering craft beer samples to ticket holders in 5 oz souvenir glass. Food is available for sale via tokens and restrooms are provided. Now in its 5<sup>th</sup> year, the Roswell Beer Festival has become a must-attend event for people from all over the Atlanta metro.



# 2017 Roswell Beer Festival

## Sponsorship Levels

Brewmaster Sponsor	\$10,000*
VIP Tent & Keg Sponsor	\$10,000*
Keg Sponsor	\$5,000
Food Token Sponsor	\$5,000*
Tap Sponsor	\$2,500
Water Sponsor	\$2,500 *
Music Sponsor	\$2,500 *
Pint Sponsor	\$1,000
Beer Tent Sponsor	\$500

\* Indicates only (1) sponsorship available



## 2016 Sponsors

<b>New Kent Capital</b>			
Alexander Goldsmith			
Sam & Keller Torrey			
nimble. a design consultancy			

# Brewmaster Sponsor - \$10,000

## 2017 Exclusive Sponsor



**New Kent  
Capital**



### Advertising/Public Relations:

- Prominent placement of Your company logo on festival press materials, including releases, fact sheets and media alerts, distributed to regional and local media.
- Prominent placement of your company logo on all web pages and placement on rotating click-thru banner on the official event web site [www.roswellbeerfestival.com](http://www.roswellbeerfestival.com)
- Prominent placement of your company logo in print advertisements, regional and local for entire print ad cycle.

### Signage and Collateral:

- Your company logo on Banners strategically placed around Roswell 30 days prior to event
- Your company logo on back of T-shirts
- Your company logo on the tasting glass distributed to all attendees
- Your company logo printed on table tents distributed in local restaurants
- Your company logo prominently displayed on signage throughout the event site
- Your company logo will be displayed on signage hanging across the top of a beer tent!

### Hospitality on Site:

- VIP bus transportation to and from festival for 20 guests
- Booth space for brand display/distribution at the festival
- (14) Complimentary VIP tickets with access to exclusive VIP tasting area
- (6) Complimentary General Admission tickets
- (2) Private Tables in VIP area
- Access to VIP restroom facilities
- (40) Food tokens

# VIP Tent & Keg Sponsor - \$10,000

## 2017 Exclusive Sponsor



### Advertising/Public Relations:

- Prominent placement of Your company logo on festival press materials, including releases, fact sheets and media alerts, distributed to regional and local media.
- Prominent placement of your company logo on all web pages and placement on rotating click-thru banner on the official event web site [www.roswellbeerfestival.com](http://www.roswellbeerfestival.com)
- Prominent placement of your company logo in print advertisements, regional and local for entire print ad cycle.

### Signage and Collateral:

- Your company logo on Banners strategically placed around Roswell 30 days prior to event
- Your company logo on VIP Tent
- Your company logo on back of T-shirts
- Your company logo printed on table tents distributed in local restaurants
- Your company logo prominently displayed on signage throughout the event site
- Your company logo will be displayed on signage hanging across the top of a beer tent!

### Hospitality on Site:

- VIP bus transportation to and from festival for 20 guests
- Booth space for brand display/distribution at the festival
- (14) Complimentary VIP tickets
- (6) Complimentary General Admission tickets
- (2) Private Tables in VIP area
- Access to VIP restroom facilities
- (40) Food tokens



# 2017 Roswell Beer Festival

## KEG SPONSOR - \$5,000

### Advertising/Public Relations:

- Prominent placement of your company logo on all web pages and placement on rotating click-thru banner on the official event web site [www.roswellbeerfestival.com](http://www.roswellbeerfestival.com)
- Your company logo acknowledgment on all print advertisement, full ad cycle
- Your company logo on all press materials, including releases, fact sheets and media alerts, distributed regionally and locally

### Signage & Collateral:

- Your company logo on Banners strategically placed around Roswell two weeks prior to event
- Your company logo on T-shirts
- Your company logo prominently displayed on signage throughout the event site
- Your company logo will be displayed on (2) signs hanging across the top of 2 beer tents!

### Hospitality & on-site:

- (10) Complimentary VIP tickets with access to exclusive VIP tasting area
- (1) Private Table in VIP area
- Access to VIP restroom facilities
- (20) Food tokens



# Food & Merchandise Token Sponsor- \$5,000

## 2017 Exclusive Sponsor



The Food Token Sponsorship is both exclusive and unique. Festival attendees will be able to purchase food from Roswell's finest restaurants by using these 1.25" tokens. What better way to promote your brand that having your logo on the front of the coin?

### Advertising/Public Relations:

- Your company logo on front side of food tokens
- Your company logo on all web pages on the official event web site [www.roswellbeerfestival.com](http://www.roswellbeerfestival.com)
- Your company logo on all press materials including releases, fact sheets, and media alerts, distributed to regional and local media

### Signage & Collateral:

- Your company logo on event banners strategically placed around Roswell 30 days prior to event
- Your company logo will be displayed on a sign hanging across the top of a beer tent!

### Hospitality on site:

- (10) Complimentary VIP tickets
- Access to VIP restroom facilities
- (30) Food tokens



# 2017 Roswell Beer Festival

## TAP SPONSOR- \$2,500

### Advertising/Public Relations:

- Your company logo on web pages on the official event web site [www.roswellbeerfestival.com](http://www.roswellbeerfestival.com)
- Your company logo acknowledgment on all print advertisement, full ad cycle
- Your company logo on press materials, including releases, fact sheets and media alerts, distributed regionally and locally

### Signage & Collateral:

- Your company logo on Banners strategically placed around Roswell 30 days prior to event
- Your company logo displayed on signage throughout the event site
- Your company logo will be displayed on a sign hanging across the top of a beer tent!

### Hospitality & on-site:

- (4) Complimentary VIP tickets with access to exclusive VIP tasting area
- Access to VIP restroom facilities
- (8) Food tokens





# Water Sponsor - \$2,500

## 2017 Exclusive Sponsor



### Advertising/Public Relations:

- Sponsor logo at Festival water tower
- Sponsor logo placement on rotating click-thru banner on the official web site
- Sponsor logo on all press materials including releases, fact sheets, and media alerts, distributed to regional and local media

### Signage & Collateral:

- Sponsor logo on event banners strategically placed 30 days prior to event
- Your company logo will be displayed on a sign hanging across the top of a beer tent!

### Hospitality on site:

- (4) Complimentary VIP tickets
- Access to VIP restroom facilities
- (8) Food tokens



## 2017 Exclusive Sponsor



Every year the Roswell Beer Festival features up and coming bands who play a variety of music to please all musical tastes. Music sponsorship gives you front-and-center billing at center stage.

### Advertising/Public Relations:

- Sponsor logo banner on center stage
- Sponsor logo placement on rotating click-thru banner on the official web site
- Sponsor logo on all press materials including releases, fact sheets, and media alerts, distributed to regional and local media.

### Signage & Collateral:

- Sponsor logo on event banners strategically placed 30 days prior to event
- Your company logo will be displayed on banner over the Gazebo / Center Stage
- Your company logo will be displayed on a sign hanging across the top of a beer tent!

### Hospitality on site:

- (4) Complimentary VIP tickets
- Access to VIP restroom facilities
- (8) Food tokens



# 2017 Roswell Beer Festival

## PINT SPONSOR - \$1,000

### Advertising/Public Relations:

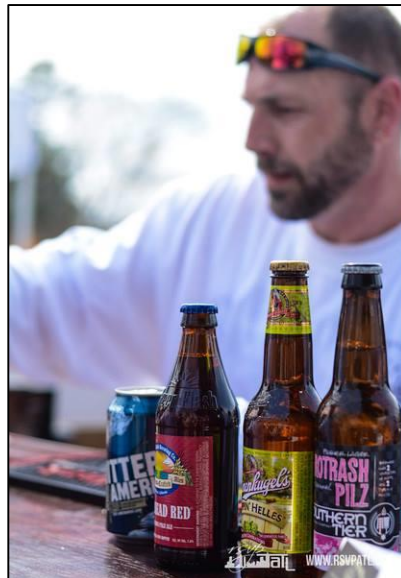
- Your company logo on all web pages on the official event web site [www.roswellbeerfestival.com](http://www.roswellbeerfestival.com)
- Your company logo acknowledgment on all print advertisement, full ad cycle
- Your company logo on all press materials, including releases, fact sheets and media alerts, distributed regionally and locally

### Signage & Collateral:

- Your company logo on Banners strategically placed around Roswell 30 days prior to event
- Your company logo will be displayed on a sign hanging across the top of a beer tent!

### Hospitality & on-site:

- (2) Complimentary VIP tickets with access to exclusive VIP tasting area
- Access to VIP restroom facilities
- (4) Food tokens



# 2017 Roswell Beer Festival

## BEER TENT SPONSOR - \$500

Bring your own branded tent and set up shop with your favorite beers! If you don't have your own tent, we will supply one. Feel free to come serve beer from your tent and engage with the audience, or we will provide servers for you.

### Advertising/Public Relations:

- Sponsor logo placement on rotating click-thru banner on the official web site
- Sponsor logo on all press materials including releases, fact sheets, and media alerts, distributed to regional and local media.

### Signage & Collateral:

- Your company logo will be displayed on a sign hanging across the top of a beer tent!

### Hospitality on site:

- (2) complimentary General Admission tickets

