



Winterfest 2020 Sponsorship Opportunities

The Minnesota Craft Brewers Guild (MNCBG) is offering a limited number of sponsorship and promotional opportunities for the 19th Annual Winterfest on Friday, January 17, 2020 at US Bank Stadium in Minneapolis. Minnesota Craft Brewers Guild breweries and brewpubs will be paired with high-class bites from the exclusive US Bank Stadium culinary team. Expected attendance is 1100. Opportunities are on a first-come, first-served basis and quantities are limited. Contact Minnesota Craft Brewers Guild Executive Director, Lauren Bennett McGinty (lauren@mncraftbrew.org) or call 612-486-2752 with questions.

Glassware Sponsor - \$2,000 **CLAIMED**

- Your one-color logo on 1,350 official commemorative 5 oz Winterfest keepsake snifter glasses
- Sponsor logo placement in the event program and on event website with active link to your homepage.
- A minimum of one (1) social media promotional post.
- Sponsor mention during the event.
- Three (3) complimentary fest tickets (\$180 value).

Education Sponsor – \$1,500

- On-site signage featuring your logo as the Education sponsor near the education area(s).
- Logo on takeaway food pairing information for 1000+ attendees.
- Sponsor logo placement in the event program and event website with active link to your homepage.
- A minimum of one (1) social media promotional post.
- Special mention during the event.
- Quarter-page, full color ad in the event program (1,100 printed; \$500 value).
- Four (4) complimentary fest tickets (\$320 value).

Official Brewer After Party (Cost determined by sponsor & planned directly with party venue) **CLAIMED**

- Sponsor logo placement in the brewery guide/day-of detail document
- Quarter-page, full color ad in the Winterfest program, distributed to 1,100 patrons (\$500 value).
- Special mention during the event
- Two (2) complimentary fest tickets (\$160 value).

Brewer Hospitality Room Sponsor \$3,500 **CLAIMED**

- On-site signage featuring your logo as the Brewer Hospitality sponsor near the brewer VIP area.
- Mention in pre-event brewer correspondence.
- Four (4) complimentary fest tickets (\$320 value).

Snowshoe “Best Beer” Award Sponsor - \$300 **CLAIMED**

- Logo in program and online, with thanks in post-event communications on social media.
- Two (2) tickets to event (\$180 value)

Ad in Event Program – \$500 (only 2 available)

- Full color, quarter-page ad in official printed programs distributed at the door to all patrons (1,200 qty) and option to display on new event FestBuddy app.
- Two (2) complimentary fest tickets (\$160 value).

Digital Signage Sponsor - \$500 (6 available)

- Full color ad (16:9 ratio) on rotating digital signage throughout event venue.
- Two (2) complimentary fest tickets (\$160 value).

Don't see what you are looking for?

We love new ideas for creative sponsor partnerships – call to discuss your idea or to brainstorm with our team to find and create a perfect fit.