

20  21

# BREWERS CUP & AWARDS

CELEBRATING THE ART AND PASSION  
OF MINNESOTA CRAFT BEER

The Minnesota Craft Brewers Guild is excited to introduce sponsorship opportunities for the Minnesota Brewers Cup & Awards!

Minnesota brewers will receive professional feedback on beer submissions and the opportunity to be awarded first place in 24 beer categories. Beer will be judged blindly by a panel of certified beer judges. All winners will be announced during the Awards Ceremony on Thursday, November 18, 2021 at A'bulae in St. Paul, MN.

The sponsorship opportunities below are available on a first-come, first-served basis. To reserve an opportunity or propose an idea for a custom sponsorship, please email [winnie@mncraftbrew.org](mailto:winnie@mncraftbrew.org).

### **Official Liquor Sponsor – *Product donation***

- Opportunity to work with the Signature Cocktail Sponsor to design a signature cocktail available to members during the Awards Ceremony
- On-site signage featuring your logo as the Official Liquor Sponsor
- Logo on TV screen behind bar during cocktail hour
- Logo on sponsor slideshow
- Social media mention before and after Awards Ceremony
- “Thank You” during Awards Ceremony
- Logo listed on event website
- Two (2) complimentary tickets to the private Brewers Cup Awards Ceremony
- Access to brewers in social setting before, during, and after Awards Ceremony

### **Entertainment Sponsor – *\$1,000***

- On-site signage featuring your logo as the Entertainment Sponsor
- Logo on sponsor slideshow
- Social media mention before and after Awards Ceremony
- “Thank You” during Awards Ceremony
- Logo listed on event website
- Two (2) complimentary awards tickets to the private Brewers Cup Awards Ceremony
- Access to brewers in social setting before, during, and after Awards Ceremony

### **Program Sponsor – *Cost is program dependent***

- Opportunity to work with the MNCBG to schedule programming (i.e. Ice luge, magician, etc.)
- On-site signage featuring your logo as the Program Sponsor
- Logo on sponsor slideshow
- Social media mention before and after Awards Ceremony
- “Thank You” during Awards Ceremony
- Logo listed on event website
- Two (2) complimentary awards tickets to the private Brewers Cup Awards Ceremony
- Access to brewers in social setting before, during, and after Awards Ceremony

*Additional Opportunities on Next Page*

**Taxi/Sober Vehicle Sponsor - \$1,000**

- Your company name (and fleet phone number, if appropriate) listed on signage throughout event
- Opportunity to provide business cards, coasters, additional marketing on-site
- Logo on sponsor slideshow
- Logo listed on event website
- Social media mention before and after Awards Ceremony

**Tabling Partner: \$500 - (2 remaining)**

Looking to showcase products or services? Set up a table in the bar/lounge at the Brewers Cup Awards Ceremony!

- Available to guests during social hours 6-7pm and 9-10pm
- One (1) ticket to the private Brewers Cup Awards Ceremony

**Presenting Partner: \$350 - (2 remaining)**

Keep your brand top of mind with inclusion in our Sponsor Slideshow

- Logo on sponsor slideshow
- "Thank You" during Awards Ceremony
- One (1) ticket to the private Brewers Cup Awards Ceremony

**Check-in Partner: \$1,500 *SOLD***

The opportunity to greet brewery staff upon arrival, display signage, provide welcome gift (optional)

- Greet, check-in, and interact with every guest at the check-in table
- Logo on TV screen at check-in table
- Logo on sponsor slideshow
- Logo listed on event website
- Use of MNCBG logos for cross-promotion on websites / social media marketing
- Social media mention before and after awards
- "Thank You" during awards
- Two (2) complimentary tickets to the private Brewers Cup Awards Ceremony
- Access to brewers in social setting before, during, and after Awards ceremony

**Signature Cocktail Sponsor: *Gin & Tonic* \$1,500 - *SOLD***

Sponsor one of the two featured cocktails during the social hour

- Naming of Signature Cocktail (must be approved by Executive Director)
- Logo on TV screen behind bar during social hour
- Logo on sponsor slideshow
- Social media mention before and after awards
- "Thank You" during awards
- Logo listed on event website
- Use of MNCBG logos for cross-promotion on websites / social media marketing
- Two (2) complimentary tickets to the private Brewers Cup Awards Ceremony

**Signature Cocktail Sponsor – *Old Fashioned* \$1,500 *SOLD***

Sponsor one of the two featured cocktails during the social hour

- Naming of Signature Cocktail (must be approved by Executive Director)
- Logo on TV screen behind bar during cocktail hour
- Logo on sponsor slideshow
- Social media mention before and after Awards Ceremony
- "Thank You" during Awards Ceremony
- Logo listed on event website
- Use of MNCBG logos for cross-promotion on websites / social media marketing
- Two (2) complimentary tickets to the private Brewers Cup Awards Ceremony

**Dessert Sponsor: \$1,000 - *SOLD***

Featuring an assortment of flavored cupcakes

- Logo on the Awards Ceremony screen during intermission 8:00 p.m. - 8:20 p.m.
- Logo on sponsor slideshow
- Logo on dessert table
- Social media mention before and after awards
- "Thank You" during awards
- Logo listed on event website
- Use of MNCBG logos for cross-promotion on websites / social media marketing
- Two (2) complimentary tickets to the private Brewers Cup Awards Ceremony

**Don't see what you are looking for?**

We love new ideas for creative sponsorships – email your idea to [winnie@mncraftbrew.org](mailto:winnie@mncraftbrew.org).