



The Minnesota Craft Brewers Guild is excited to introduce sponsorship opportunities for the inaugural 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. All winners will be announced during the Awards Ceremony on Friday, April 26th at the Lumber Exchange in Minneapolis.

The sponsorship opportunities below are available on a first-come, first-served basis. Contact Courtney, MNCBG Events Manager, at [courtney@mncraftbrew.org](mailto:courtney@mncraftbrew.org) with interest or questions.

#### **Welcome Sponsor – \$1,500**

- The opportunity to greet brewery staff upon arrival, display signage, provide welcome gift (optional)
- Sponsor logo placement in member communications
- Sponsor logo placement on event website with active link to your website
- A minimum of one (1) social media promotional post to the Members of the MNCBG Facebook Page
- Sponsor mention during the event
- Two (2) complimentary Awards tickets to be used for yourself or staff (This event is not open to the public.)
- Access to brewers in social setting before, during, and after award ceremony

#### **Official After-Party Sponsor – \$3,000**

- Opportunity to display signage directing guests to your hosted Official After-Party.
- Sponsor logo placement in member communications
- Sponsor logo placement on event website with active link to your website
- A minimum of one (1) social media promotional post to the Members of the MNCBG Facebook Page
- Sponsor mention during the event
- Two (2) complimentary Awards tickets to be used for yourself or staff (This event is not open to the public.)
- Access to brewers in social setting before and during award ceremony
- Opportunity to host members for After-Party celebration

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

- On-site signage featuring your logo as the Entertainment Sponsor
- Sponsor logo placement in member communications
- Sponsor logo placement on event website with active link to your website
- A minimum of one (1) social media promotional post to the Members of the MNCBG Facebook Page
- Sponsor mention during the event
- Two (2) complimentary Awards tickets to be used for yourself or staff (This event is not open to the public.)
- Access to brewers in social setting before, during, and after award ceremony

#### **NO LONGER AVAILABLE Signature Cocktail Sponsor – \$1,500**

- Opportunity to work with the Lumber Exchange to design a signature cocktail available to members during the award ceremony
- On-site signage featuring your logo as the Signature Cocktail Sponsor
- Sponsor logo on drink ticket for Signature Cocktail
- Sponsor logo placement in member communications
- Sponsor logo placement on event website with active link to your website
- A minimum of one (1) social media promotional post to the Members of the MNCBG Facebook Page
- Sponsor mention during the event
- Two (2) complimentary Awards tickets to be used for yourself or staff (This event is not open to the public.)
- Access to brewers in social setting before, during, and after award ceremony

#### **Official Liquor Sponsor – Donate product**

- Opportunity to work with the Lumber Exchange and Signature Cocktail Sponsor to design a signature cocktail available to members during the award ceremony
- On-site signage featuring your logo as the Official Liquor Sponsor
- Sponsor logo on drink ticket for Signature Cocktail
- Sponsor logo placement in member communications
- Sponsor logo placement on event website with active link to your website
- A minimum of one (1) social media promotional post to the Members of the MNCBG Facebook Page
- Sponsor mention during the event
- Two (2) complimentary Awards tickets to be used for yourself or staff (This event is not open to the public.)
- Access to brewers in social setting before, during, and after award ceremony

#### **Program Sponsor – Program Dependent**

- Opportunity to work with the MNCBG to schedule programming (i.e. Ice luge, magician, etc. Open to suggestions.)
- On-site signage featuring your logo as the Program Sponsor
- Sponsor logo placement in member communications
- Sponsor logo placement on event website with active link to your website
- A minimum of one (1) social media promotional post to the Members of the MNCBG Facebook Page
- Sponsor mention during the event
- Two (2) complimentary Awards tickets to be used for yourself or staff (This event is not open to the public.)
- Access to brewers in social setting before, during, and after award ceremony

#### **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
- Sponsor logo placement in member communications
- Sponsor logo placement on event website with active link to your website
- A minimum of one (1) social media promotional post to the Members of the MNCBG Facebook Page

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

We love new ideas for creative sponsorships – call to discuss your idea or to brainstorm with our team to find something that's a better fit.