2019 AUTUMN BREW REVIEW

SPONSORSHIP OPPORTUNITIES
October 19, 2019 | 5 pm – 9 pm | Boom Island Park, Minneapolis
120 Breweries | 3,000+ Attendees

Glassware Sponsor: $2,500

- Your 1 color logo on more than 3,000+ official ABR sampling glasses
    - Opposite logo spot reserved for Autumn Brew Review 2019
- (Optional) Display booth at the festival with two (2) staff tickets
- Partnership listing in the program and on the MNCBG website
- Use of ABR and MNCBG logos for cross promotion on websites / social media marketing
- One (1) social media thank-you before & one (1) during/after festival
- Six (6) complimentary fest tickets to be used for yourself, staff, or giveaways

CLAIMED Stage Sponsor: $2,500

- Banner placed on the main stage (to be provided by sponsor)
- Partnership listing in the program & on the MNCBG website
- Use of ABR and MNCBG logos for cross promotion on websites / social media marketing
- Opportunity to work with the Guild to choose entertainment for event
- Two (2) social media thank-yous before & one (1) after the festival
- Six (6) complimentary fest tickets to be used for staff or giveaways

Hospitality Sponsor – $2,500

- On-site signage featuring your logo as Brewer Hospitality sponsor
- Logo included on brewer/vendor cloth wristbands distributed to 600+ brewery, food, & vendor staff
- Ability to set up on site presence in the exclusive brewer VIP area
- Feature in pre-event brewer correspondence
- Sponsor logo on event website with link to your homepage
- At least 2 social media mentions prior to festival
- Additional logo placement where appropriate (newsletters to brewers, attendees, sponsor thank you's, etc.)
- Six (6) complimentary fest tickets to be used for staff or giveaways

Hospitality Food Sponsor – $2,500 worth of food

- On-site signage featuring your logo as Hospitality Food Sponsor
- Payment for the remaining cost of food order
- Feature in pre-event brewer correspondence
- Sponsor logo on event website with link to your homepage
- At least 2 social media mentions prior to festival
- Six (6) complimentary fest tickets to be used for staff or giveaways

Wristband Sponsor – $2,000

- Logo included on cloth wristbands distributed to 3,000+ event attendees
- Sponsor logo placement in the event program
- Logo on event website with link to your homepage
- At least one social media mention prior to festival
- Additional logo placement where appropriate (newsletters to brewers, attendees, sponsor thank you's, etc.)
- Use of ABR and MNCBG logos for cross promotion on your website/social media
- Six (6) complimentary fest tickets to be used for staff or giveaways

Ticket Sponsor – $2,000

- Opportunity to advertise on 3,000+ printed and digital MNthusiast, general admission, & designated driver tickets
    - Ad space = 1200 pixels wide x 400 pixels high
    - Sample ticket image available upon request
- Sponsor logo placement in the event program
- Logo on event website with link to your homepage
- At least one social media mention prior to festival
- Additional logo placement where appropriate (newsletters to brewers, attendees, sponsor thank you's, etc.)
- Use of ABR and MNCBG logos for cross promotion on your website/social media
- Six (6) complimentary fest tickets to be used for staff or giveaways

Education Sponsor - $1,500

- On-site tent and signage featuring your logo as the Education sponsor across all education and speaker area(s) (including tour flag)
- Sponsor logo placement in the event program
- Logo on event website with link to your homepage
- Use of ABR and MNCBG logos for cross promotion on websites/social media
- Two (2) social media thank-yous before & one (1) after festival
- Four (4) complimentary fest tickets to be used for yourself, staff, or giveaways

1 of 3 CLAIMED Activation Sponsor - $ Program Dependent

- On-site signage featuring your logo listed as the activation's sponsor
- Sponsor logo placement in the event program
- Logo on event website with link to your homepage
- Use of ABR and MNCBG logos for cross promotion on websites/social media
- Two (2) social media promotional posts before festival
- Four (4) complimentary fest tickets to be used for yourself, staff, or giveaways

FestBuddy App Sponsor - $1,000

- Opportunity to advertise the Autumn Brew Review 2019 FestBuddy App
    - App lists beer and food lists, map, festival information, etc.
- Partnership listing in the program and on the MNCBG website
- Logo on "Download the App" signage on-site
- Use of ABR and MNCBG logos for cross promotion on websites / social media marketing
- Four (4) complimentary fest tickets to be used for yourself, staff, or giveaways

Golf Cart Sponsor: $500

- Your logo on the side of 4 circulating golf carts before, during, and after the festival
- Partnership listing in the program and on the MNCBG website
- Use of ABR and MNCBG logos for cross promotion on websites / social media marketing
- Two (2) complimentary fest tickets to be used for yourself, staff, or giveaways

Restroom Sponsor - $500

- Your ad printed and posted inside or outside (weather dependent) of portable restroomsl
- Partnership listing in the program and on the MNCBG website
- Use of ABR and MNCBG logos for cross promotion on websites / social media marketing
- Two (2) complimentary fest tickets to be used for yourself, staff, or giveaways

4 of 4 CLAIMED 1/4-page Ad in Event Program: $300

- Programs are distributed at the door to all attendees (3,000+ quantity)
- Programs are designed as a take-home piece to remember what was tasted
- Two (2) complimentary fest tickets to be used for yourself, staff, or giveaways

Booth Space: $250

- Opportunity for on site promotion at Autumn Brew Review
    - Includes 10' x 10' booth space
    - Includes 4 staff tickets
- Use of ABR and MNCBG logos for cross promotion on websites / social media marketing

Don't see what you are looking for? We're open to new and custom sponsorship ideas.
Email Courtney@MNCraftBrew.org to discuss opportunities.

New for 2019!

Brewer Gifts

We'll be dropping a gift bag at each booth prior to the fest. Want to include something for the brewers to use during or after the fest? Contact Courtney to have your item included!