



ABR21

MINNESOTA
CRAFT BREWERS
GUILD

Partner, Sponsor, and Advertising Opportunities

To reserve an opportunity or propose an idea for a custom sponsorship, email winnie@mncraftbrew.org

Golf Cart Sponsor: \$2,000

- Your logo on five circulating festival golf carts
- Branded listing on the festival program, MNCBG website, and festival instructions for breweries
- Six fest tickets (\$360 value) to be used for yourself, staff, or giveaways
- Two social media thank-yous and two thank-yous in emails to brewery/brewpub/cidery festival participants

Hospitality Food Sponsor: \$1,800 food/drink donation

- On-site signage featuring your logo as Hospitality Food Partner
- Payment for remaining cost of food order
- Branded listing on the festival program, MNCBG website, and festival instructions for breweries
- Six fest tickets (\$360 value) to be used for yourself, staff, or giveaways
- Two social media thank-yous and two thank-yous in emails to festival breweries/cideries

Non-Alcoholic Booth Sponsor: \$500

- Your logo banner at the Non-Alcoholic Tent (provided by sponsor)
- Branded listing on the festival program and MNCBG website
- Four fest tickets (\$240 value) to be used for yourself, staff, or giveaways
- Opportunity to pour at NA Tent for attendees

Restroom Sponsor: \$500

- Your ad printed and posted inside or outside (weather dependent) each portable restroom
- Branded listing on the festival program and MNCBG website
- Four fest tickets (\$240 value) to be used for yourself, staff, or giveaways

S'mores Partner: \$500

- Opportunity to brand s'mores station (ingredients provided by sponsor)
- Opportunity to hand out info on products/services
- Branded listing on the festival program and MNCBG website
- Four fest tickets (\$240 value) to be used for yourself, staff, or giveaways

Printed Ad in Event Program: \$400 (2 remaining)

- Festival 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 fest tickets (\$120 value) to be used for yourself, staff, or giveaways

Lounge Sponsor: \$1,000

- Opportunity to brand lounge areas and activities (signage & activities provided by sponsor)
- Opportunity to hand out info on products/services
- Branded listing on the festival program and MNCBG website
- Four fest tickets (\$240 value) to be used for yourself, staff, or giveaways

Reefer Truck Sponsor - \$500 + 2 volunteers

- Your logo banner on refrigerated truck (provided by sponsor)
- 2 volunteers (provided by sponsor) in your branding to staff reefer truck
- Branded listing on the festival program and MNCBG website
- Four fest tickets (\$240 value) to be used for yourself, staff, or giveaways
- Opportunity to greet breweries and vendors as they drop-off/pick-up their kegs

Brewer Hospitality Sponsor: \$2,500 SOLD

- On-site signage featuring your logo as Brewer Hospitality sponsor
- Ability to set up on-site presence in Brewery Hospitality Tent
- Branded listing on the festival program, MNCSBG website, and festival instructions for breweries
- Six fest tickets (\$360 value) to be used for yourself, staff, or giveaways
- Two social media thank-yous and two thank-yous in emails to brewery/brewpub/cidery festival participants

Official Brewers' After-Party Sponsor: \$2,000 SOLD

- Opportunity to host the "Official Autumn Brew Review Brewers' After-Party"
- Branded listing on festival program, MNCSBG website, and online festival guide
- Four tickets (\$240 value) to be used for yourself, staff, or giveaways

Golf Cart Sponsor: \$2,000 SOLD

- Your logo on four circulating festival golf carts
- Branded listing on the festival program, MNCSBG website, and festival instructions for breweries
- Six fest tickets (\$360 value) to be used for yourself, staff, or giveaways
- Two social media thank-yous and two thank-yous in emails to brewery/brewpub/cidery festival participants

Volunteer Sponsor: \$1,250 SOLD

- Logo on back of volunteer shirts (~150 volunteers) - can include in-kind t-shirt donation
- Branded listing on the festival program, MNCSBG website, and online festival guide
- Four fest tickets (\$240 value) to be used for yourself, staff, or giveaways
- Two social media thank-yous and two thank-yous in emails to brewery/brewpub/cidery festival participants

Glassware Sponsor: \$2,500 SOLD

- Your 1-color logo on more than 3,000+ official Autumn Brew Review sampling glasses
 - Opposite logo reserved for ABR 2021 logo
- Branded listing on the festival program, MNCSBG website, and festival instructions for breweries
- Six fest tickets (\$360 value) to be used for yourself, staff, or giveaways
- Two social media thank-yous and two thank-yous in emails to brewery/brewpub/cidery festival participants

Brewer Check-in Hospitality Sponsor: \$500 SOLD

- Opportunity to brand 10x10 space with tent/trailer/banners (provided by sponsor)
- Opportunity to hand out coffee, water, donuts to breweries (provided by sponsor)
- Branded listing on the festival program and MNCSBG website
- Four fest tickets (\$240 value) to be used for yourself, staff, or giveaways
- Opportunity to greet breweries as they check in

Brewer Check-in Sponsor: \$500 + 2 volunteers SOLD

- Your logo banner at check-in (provided by sponsor)
- 2 volunteers (provided by sponsor) in your branding to staff brewer check in (approximately 4 hours)
- Branded listing on the festival program and MNCSBG website
- Four fest tickets (\$240 value) to be used for yourself, staff, or giveaways
- Opportunity to greet breweries and vendors as they check in

Volunteer Area Partner: Volunteer Commitment CLAIMED

- Opportunity to staff a key volunteer area in your branded gear (provided by sponsor)
- Fest tickets to a future MNCSBG festival for all volunteers (\$60 per person value)

Member Meeting Food Sponsor: \$500 SOLD

- Signage thanking sponsor at our October Member Meeting/Board Election the night before ABR
- Opportunity to provide 2-4 volunteers to help set up for meeting and network after
- Four fest tickets (\$240 value) to be used for yourself, staff, or giveaways

Vendor Marketplace Booth Space: \$150 ALL SOLD

- Opportunity for on site promotion/sales at Autumn Brew Review in the Marketplace
- One 10' x 10' booth space, one 6'-8' table, two chairs (vendor must provide tent and other materials)
- Four fest tickets (\$240 value) to staff your booth
- Listing on the festival program (distributed at the door to all attendees)

Note: All sponsors will be given access to ABR and MNCBG logos for cross promotion and marketing.