



**MARCH 24TH - APRIL 2ND, 2017**

**SPONSORSHIP PACKET**

## ***Welcome the Inaugural Cape Fear Craft Beer Week!***

Cape Fear Craft Beer Week begins a tradition of celebrating the Cape Region's thriving craft beer culture through a ten-day celebration that attracts beer tourism, draws awareness to our region, and serves as a showcase for the Cape Fear's breweries, bottle shops, restaurants, and craft-centric businesses. We invite you to become an integral part of this celebration. Sponsorship packages have been designed for companies of all sizes to allow maximum reach at an affordable investment. By assisting in the production of this celebration, you allow us to return more to the local community. Our sponsors will help make Cape Fear Craft Beer Week possible!

For more information, please contact : [beerweek@capefearcraft.org](mailto:beerweek@capefearcraft.org)

- **PRESENTING SPONSOR \$5,000** (1 AVAILABLE)
- **GOLD SPONSOR \$1,000**
- **SILVER SPONSOR \$500**
- **BRONZE SPONSOR \$250**
- **CRAFT & CUISINE TITLE SPONSOR \$2,500**
- **ULTIMATE BREWING CHAMPIONSHIP \$1,000**



All levels of sponsorship include the opportunity to distribute approved items at CFCBA events. Additional opportunities related to company's goods, services and offerings may be available upon further discussion.

**FULL DESCRIPTIONS OF SPONSOR LEVELS AND BENEFITS  
ARE OUTLINED ON THE FOLLOWING PAGES.**



## **PRESENTING SPONSOR \$5,000 (1 Available)**

### **Advertising/Public Relations:**

- Prominent placement of your company logo on CFCBW press materials, including releases, fact sheets and media alerts, distributed to regional and local media.
- Prominent placement of your company logo on all web pages and placement on rotating click-thru banner on the official event web site [www.capefearcraftbeerweek.com](http://www.capefearcraftbeerweek.com)
- Prominent placement of your company logo in print advertisements, regional and local for entire print ad cycle.

### **Signage and Collateral:**

- Your company logo on banners strategically placed around CFCBW participating locations 30 days prior to event
- Your company logo on event T-shirts
- Your company logo on beer glasses
- Your company logo printed on drink coasters distributed in local restaurants
- Your company logo prominently displayed on signage throughout the event site
- Your company logo will be displayed on a vinyl banners hanging prominently around the 2 main CFCBA events

### **Hospitality & On-site:**

- (8) VIP tickets with access to exclusive VIP area at Craft & Cuisine
- (8) Tickets to Ultimate Brewing Championship beer week kickoff event

## **GOLD SPONSOR \$1,000**

### **Advertising/Public Relations:**

- Prominent placement of your company logo on all web pages and placement on rotating click-thru banner on the official event web site [www.capefearcraftbeerweek.com](http://www.capefearcraftbeerweek.com)
- Your company logo acknowledgment on all print advertisement, full ad cycle
- Your company logo on all press materials, including releases, fact sheets and media alerts, distributed regionally & locally

### **Signage & Collateral:**

- Your company logo on signage strategically placed around CFCBW participants two weeks prior to event
- Your company logo on t-shirts
- Your company logo prominently displayed on signage throughout the event site
- Your company logo will be displayed on signs placed strategically around the main events!

### **Hospitality & On-site:**

- (4) VIP tickets
- (4) Tickets to Ultimate Brewing Championship beer week kickoff event



## **SILVER SPONSOR \$500**

### **Advertising/Public Relations:**

- Your company logo on web pages on the official event web site [www.capefearcraftbeerweek.com](http://www.capefearcraftbeerweek.com)
- Your company logo acknowledgment on all print advertisement, full ad cycle
- Your company logo on press materials, including releases, fact sheets and media alerts, distributed regionally and locally

### **Signage Collateral:**

- Your company logo on banners strategically placed around CFCBW participating locations 30 days prior to event
- Your company logo displayed on signage throughout the event site
- Your company logo will be displayed on a sign strategically placed at the 2 main events.

### **Hospitality & on-site:**

- (2) VIP tickets for Craft & Cuisine
- (2) Tickets Ultimate Brewing Championship beer week kickoff event

## **BRONZE SPONSOR \$250**

### **Advertising/Public Relations:**

- Your company name on web pages on the official event web site [www.capefearcraftbeerweek.com](http://www.capefearcraftbeerweek.com)
- Your company name on signage strategically placed around CFCBW participating locations 30 days prior to event
- Your company name will be displayed on a sign strategically placed at the 2 main events.



**CONTACT:**  
**JEREMY TOMLINSON**  
**INFO@CAPEFEARCRAFT.ORG**



## EVENT SPONSORSHIP OPPORTUNITIES

### CRAFT & CUISINE TITLE SPONSOR \$2,500

#### Advertising/Public Relations:

- Prominent placement of your company logo on web pages and placement on rotating click-thru banner on the official event web site [www.capefearcraftandcuisine.com](http://www.capefearcraftandcuisine.com)
- Your company logo acknowledgment on all event print advertisements, full ad cycle
- Your company Logo on tasting glass
- Your company logo on all press materials, including releases, fact sheets and media alerts, distributed regionally and locally related to event

#### Signage & Collateral:

- Your company logo prominently displayed on signage throughout the event site
- Page in tasting guide

#### Hospitality & on-site:

- (6) VIP tickets to Craft & Cuisine
- VIP Parking

### CRAFT & CUISINE GOLD SPONSOR \$1,500

#### Advertising/Public Relations:

- Prominent placement of your company logo on web pages and placement on rotating click-thru banner on the official event web site [www.capefearcraftandcuisine.com](http://www.capefearcraftandcuisine.com)
- Your company logo acknowledgment on all event print advertisements, full ad cycle
- Logo on tasting glass
- Your company logo on all press materials, including releases, fact sheets and media alerts, distributed regionally and locally related to event
- Social media mentions

#### Signage & Collateral:

- Your company logo prominently displayed on signage throughout the event site ½ Page in tasting guide

#### Hospitality & on-site:

- (4) VIP tickets to Craft & Cuisine
- VIP Parking



## EVENT SPONSORSHIP OPPORTUNITIES

### CRAFT & CUISINE SILVER SPONSOR \$1,000

#### Advertising/Public Relations:

- Prominent placement of your company logo on web site
- Social media mentions

#### Signage & Collateral:

- Your company logo prominently displayed on signage throughout the event site  
logo in Tasting Guide

#### Hospitality & on-site:

- (2) VIP tickets to Craft & Cuisine
- VIP Parking

### CRAFT & CUISINE BRONZE SPONSOR \$500

#### Advertising/Public Relations:

- Your company logo on web site
- Social media mentions

#### Signage & Collateral:

- Your company name displayed on signage throughout the event site
- Company name in tasting guide

#### Hospitality & on-site:

- (2) Tickets to Craft & Cuisine



### ULTIMATE BREWING CHAMPIONSHIP \$1,000

#### Advertising/Public Relations:

- Prominent placement of your company logo on web pages and placement on rotating click-thru banner on the official event web site [www.capefearcraftandcuisine.com](http://www.capefearcraftandcuisine.com)
- Your company logo acknowledgment on all event print advertisements, full ad cycle
- Your company logo on all press materials, including releases, fact sheets and media alerts, distributed regionally and locally related to event

#### Signage & Collateral:

- Your company logo prominently displayed on signage throughout the event site

#### Hospitality & on-site:

- (6) Tickets to Craft & Cuisine