

Great American Beer Festival®

2012: October 11–13: Denver, CO

2013: October 10–12: Denver, CO

The Great American Beer Festival (GABF) is the largest and longest-running celebration of American brewing, and it celebrates its 30th year in 2011, returning to Denver's Colorado Convention Center.

Some 450+ breweries are expected to present more than 2,200 beers to a crowd of more than 49,000 during the three-day salute to American brewing.

GABF gives your company exposure to the entire brewing community and those who love craft brewed beer. From the smallest brewpub to the largest brewery, from the novice attendee to the

dedicated beer geek, thousands of beer lovers and homebrewers from around the world converge on Denver for three days of sampling the best beers in the U.S. The GABF draws a diverse crowd, with active, 21–45 year-old professionals as our largest demographic. The event is great fun—interactive booths are very popular and complement the many beer and related entertaining booths.



49,000
Attendees

3,400+
Volunteers

2,375
Beers

460+
Breweries

Great American Beer Festival Sponsorship Opportunities



Official Level Sponsorship Package

\$25,000+

If you are looking to give your company a high profile at GABF, Official Level sponsorship will deliver, with naming rights for a festival asset, an end-cap exhibit space, logo placement on all GABF collateral, banner placement in the festival hall, website banner advertisement, a registration bag insert for brewers and more.



Associate Level Sponsorship Package

\$15,000+

When your company signs on as an Associate Level sponsor, you'll have the choice between festival asset naming rights or an end-cap exhibit space, plus logo placement on all GABF collateral, banner placement in the festival hall, a full-page ad in the festival program, website banner advertisement, a registration bag insert and more.



Featured Local Sponsorship Package

\$5,000+

If your company is based in Colorado, this is a perfect opportunity to make the most of a must-do Denver event. This sponsorship level provides an end-cap exhibit space, logo placement on all festival collateral, banner placement in the festival hall, a website banner advertisement and more.



Featured Industry Sponsorship Package

\$3,500+

Beer industry professionals know that GABF is the best way to reach both consumers and industry members, which is why this sponsor level is ideal if your company is doing business with beer. Receive logo placement on all festival collateral, banner placement in the festival hall, website banner advertisement, a registration bag insert and more.



Standard Local/Industry Sponsorship Package \$2,500+

If your company is looking to make the most of your marketing budget, this sponsorship level delivers with an end-cap exhibit space, logo placement on all festival collateral, Festival program advertisement and more.

Great American Beer Festival Exhibitors



\$1,500

Showcase your products to beer lovers, climbers, skiers, bike racers, music lovers and more by having a 10' x 10' exhibit space amongst the more than 450 beer sampling tables. Sprinkled throughout the Convention Center floor, your company will be displayed in a prime location that will help you reach this excited audience as they seek samples of the best beer in America. Spaces are limited and sell out quickly, so apply early!



For mechanical specs and more information: GreatAmericanBeerFestival.com/opportunities

Kari Harrington
Business Development Manager for
Advertising & Sponsorship (West)
303.447.0816 Ext. 167
kari@brewersassociation.org

Chris Pryor
Business Development Manager for
Advertising & Sponsorship (East)
303.447.0816 Ext. 151
pryor@brewersassociation.org



Featured Brewery Sponsorship

Is your brewery ready to step up your marketing efforts and promote your brand to the largest, most receptive beer enthusiast audience found anywhere in North America? The Great American Beer Festival offers a Featured Brewery Sponsorship that will elevate your brewery's profile.

Included with a Featured Brewery sponsorship package is a 10' x 10' or 20' x 10' end-cap booth space, a wall banner(s) within the festival hall, advertising in the festival program, all-access sponsor badges, extra tickets for your staff, clients or customers, and your brewery's logo highlighted as a sponsor on all related festival collateral. This sponsorship opportunity will help your brewery reach and influence festival attendees, as well as brand your brewery's name with the most prestigious beer festival in the country.



Cost of sponsorship is based on taxable barrelage:

Taxable Barrels	10' x 10' End-Cap Booth	10' x 20' End-Cap Booth
0 – 100K	\$4,000	\$8,000
101K – 250 million	\$5,500	\$11,000
251K – 6 million	\$7,000	\$14,000
Over 6 million	\$10,000	\$20,000

For mechanical specs and more information: GreatAmericanBeerFestival.com/opportunities

Kari Harrington
Business Development Manager for
Advertising & Sponsorship (West)
303.447.0816 Ext. 167
kari@brewersassociation.org

Chris Pryor
Business Development Manager for
Advertising & Sponsorship (East)
303.447.0816 Ext. 151
pryor@brewersassociation.org

