

Great American Beer Festival®



Sponsorship

October 11–13, 2012 • Denver, CO

	Official	Associate	Local	Industry	Supporter	Exhibitor <small>(non-sponsor)</small>
Sponsorship Cost	\$25,000+	\$15,000+	\$5,000+	\$3,500+	\$2,500	\$1,500
Festival Asset Naming Rights	X	X*				
Exhibit Space	20' x 10' end cap	10' x 10' end cap*	10' x 10' end cap		10' x 10' end cap	10' x 10' inline
		*Associate Level receives Exhibitor Space OR Naming Rights to an asset of the Festival				

Badges

Sponsor/Exhibitor Badges (All Access)	10	8	6	4	4	3
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Tickets

Thursday Night	60	20	10	6	4	
Friday Night	20	20	10	6	4	
Saturday Night	20	20	10	6	4	
Saturday Afternoon Members Only Session	20	20	10	6	4	

Promotional Materials

Wall Banners Hung in Convention Hall	Four (4) 20'w x 10'h	Two (2) 20'w x 10'h	One (1) 10'w x 10'h	One (1) 10'w x 10'h		
Bag Insert to Attending Breweries, Industry Reps, Media, & Sponsors	X	X		X		
Electronic Coupon or Brochure to Festival Volunteers	X	X				
Registered Brewery Mailing List (one-time use)	X	X		X		
Social Media	X	X				
Featured Email	X	X				

Advertising

Program Advertisement	Full page	Full page	1/2 page horizontal	1/2 page horizontal	1/3 page square	
GreatAmericanBeerFestival.com Banner Advertisement	Six (6) months pre & post-event	Four (4) months pre & post-event	Two (2) months pre & post-event	Two (2) months pre & post-event		

Sponsorship Recognition: Logo on Festival Collateral

Billboards	X					
TV Commercials	X					
Radio Spots	X					
Postcards	X					
Print Advertising	X	X				
Festival Posters	X	X				
Press Releases	X	X				
Festival Program	X	X	X	X	X	
Promotional Emails	X	X	X	X	X	
Festival Website	X	X	X	X	X	
"Thank You" Signage	X	X	X	X	X	

Please contact us about sponsorship opportunities

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