



GREAT AMERICAN BEER FESTIVAL®

Associate Level Sponsorship

DENVER, COLORADO • OCTOBER 6-8, 2016



Why GABF?

The [Great American Beer Festival \(GABF\)](#) is the premier U.S. beer festival and competition. Each year, GABF represents the largest collection of U.S. beer ever served, in the format of a public tasting event that brings in 60,000 beer enthusiasts to Denver, Colorado, plus a private competition. GABF brings together the brewers and beers that make the U.S. the world's greatest brewing nation—and the consumers that love them.

Beyond applying their palates to one-ounce pours of beer, GABF attendees enjoy a variety of fun and educational offerings at this indoor event—from the [Beer & Food Pavilion](#) to the [Beer Enthusiast Bookstore](#), the [Silent Disco](#) to the [Sustainability Pavilion](#).

GABF was founded in 1982, and has been growing and evolving along with the American craft brewing industry ever since. In fact, **tickets sell out in mere minutes year over year!**



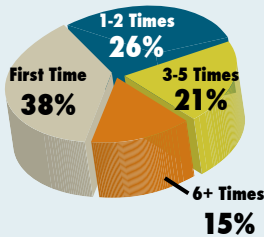
Attendee Demographics

GABF gives your company exposure to 60,000 in the 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 festival draws a diverse crowd, with active, 21-45 year-old professionals as the largest demographic. The event is great fun—interactive booths are very popular and complement the many beer and beer-education booths.



How many times have you attended GABF?



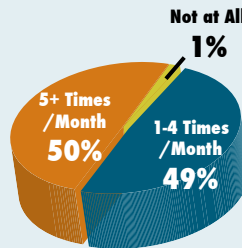
Age:
 21-242%
 25-3440%
 35-4431%
 45-5417%
 55+10%
Average 34.3 years

Gender:
 Male73%
 Female27%

Marital status:
 Single35%
 Married62%
 Other3%

Combined household income:
 \$110K+48%
 \$90K-\$109K17%
 \$60K-\$89K19%
 \$35K-\$59K12%
 Under \$34K4%

How Often Do You Purchase Craft Beer?



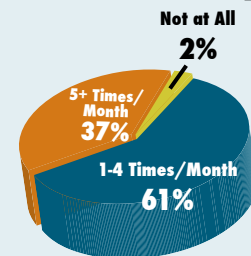
Educational level:
 High School and below10%
 Undergraduate Degree54%
 Graduate Degree36%

Are you a homebrewer?
 Yes56%
 No31%
 Would like to start13%

Do you live in the Greater Denver area?
 Yes27%
 No73%

Activities attendees enjoy:
 Pubs/Breweries92%
 Travel/Vacation82%
 Dining72%
 Camping/Hiking68%
 Sporting Events64%
 Cooking62%

How Often Do You Visit Your Local Brewery/Pub?



Homebrewing56%
 Live Music/Concerts66%
 Recreational Sports43%
 Skiing/Snowboarding41%
 Running32%
 Cycling32%
 Hunting/Fishing25%
 Casinos21%
 Off-roading/Snowmobiling14%
 Climbing12%

What was your primary mode of transit to the event?
 (select all that apply)
 Public Transit34%
 Walk39%
 Taxi21%
 Drive16%
 Carpool/Dropoff16%
 Bike2%



The Opportunity

If you are looking to give your company a top profile at GABF, the Associate Level sponsorship will deliver, with premier exhibit space, logo placement on GABF collateral, banner placement in the festival hall, website banner advertisement, a registration bag insert and more. We'll work with you to develop an Associate Level presence that achieves your marketing objectives.

Associate Level Sponsorship Includes:

Exhibit Space

One highly coveted 10' x 10' exhibit space that you can design to show off your brand and directly connect with enthusiastic festivalgoers

Badges & Tickets

Guaranteed access to an event that sells out in minutes.

- 8 Sponsor badges (all access)
- 55 GABF session tickets
 - 15 tickets for Thursday
 - 15 tickets for Friday
 - 15 tickets for Saturday afternoon members-only session
 - 10 tickets for Saturday evening session
- Opportunity to purchase up to 30 additional tickets

Promotional Materials

- Option to hang two (2) 20'w x 10'h banners on wall space within the festival
- One (1) bag insert distributed to attending breweries, media and other sponsors (approx. 5,000)
- One (1) electronic coupon or offer to festival volunteers (approx. 3,500)
- One-time use of the GABF brewery mailing list (approx. 5,000)

Advertising

- One (1) full-page color advertisement with preferred placement in the festival program (27,000+ distributed to festival attendees and brewers)
- Four (4) months of website banner advertisement (200 pixels x 200 pixels) on GreatAmericanBeerFestival.com (581,000+ visits and 1,235,000+ pageviews)

Social Media

Opportunity for custom promotion via social media properties include:

- [Facebook](#) (54,000+ likes, weekly total reach averaging 75,000+ and 275,000+ the week of the event)
- [Twitter](#) (31,000+ followers)
- [Instagram](#) (8,700+ followers)

Breweries at the Festival

800

2015

710

2014

624

2013

National Brand Prominence

Sponsor logo included on festival collateral as an Associate level sponsor. *This includes hundreds of thousands of impressions:*

- **Print advertising** (multiple national and regional publications; combined circulation of 505,000+)
- **Festival posters** (2,000 distributed to breweries, bars, liquor stores, homebrew shops and clubs)
- **Postcards** (10,000 distributed to breweries, brewpubs, better beer bars and other locations)
- **“Thank You Sponsors”** link on emails marketing the festival (85,000+ recipients)
- Inclusion in **three major press releases to national, local and beer media** (resulting in media coverage with estimated audience of 92.5 million)
- **Sponsorship recognition** throughout GreatAmericanBeerFestival.com (1,235,000 pageviews)
- **Thank you advertisement** in the festival program (27,500+ distributed to festival attendees and brewers)
- **Thank you signage** at the festival (60,000+ attendees)

