



# 2017 SPONSORSHIP INFORMATION

[BrewfestTallahassee.com](http://BrewfestTallahassee.com)

Sponsorship Chairs:

Scott Fenstermaker: [scott.fenstermaker@sbg-benefits.com](mailto:scott.fenstermaker@sbg-benefits.com)

Justin Peel: [justinpeel@maclayrealty.com](mailto:justinpeel@maclayrealty.com)

October 28th, 2017  
Tallahassee Automobile Museum

Presented by:



**THIS EVENT HAS SOLD OUT EVERY YEAR!**

Tallahassee's first and only fundraising beer tasting event that offers unlimited beer tasting from over 35 different American breweries totaling over 200 different types of beer. Along with the amazing beer selection, there is great food and musical entertainment. The event has been a sell out every year and is also known as one of the premier events in Tallahassee. Brewfest is presented by Tallahassee Sunrise Rotary Club as its major fundraiser for the year.



## EVENT DETAILS

**DATE:** October 28th, 2017

**VIP:** 4-5PM Exclusive

**EVENT:** 5-8PM

**LOCATION:** Tallahassee Auto Museum

**ATTENDEES:** 2000+

## TICKET LEVELS

**GENERAL ADMISSION:** \$39

**VIP TICKETS:** \$99  
(\$120 after Sept. 15)

**DESIGNATED DRIVER:** \$10

**VIP DESIGNATED DRIVER:** \$50

## DEMOGRAPHICS

Brewfest's primary demographic is males & females 25-44 y.o. and has seen an increase in 55+ market each year. Our campaign reaches a wide audience with well over **100,000** impressions.

## WHERE DOES THE MONEY GO

Rotary is a worldwide organization of more than 1.2 million business, professional, and community leaders. Members of the Rotary clubs, known as Rotarians, provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world. All Rotarians are united in a campaign to eradicate polio.

2-1-1 Big Bend

Ability 1st

ACS Relay for Life

Alzheimer's Project

America's 2nd Harvest

American Red Cross Capital Area Chapter

Big Bend Cares

Big Bend Crime Stoppers

Big Bend Habitat for Humanity

Big Bend Homeless Coalition

Big Brothers Big Sisters of the Big Bend

Brehon Family Services

Capital City Youth Services

Children's Home Society of North Florida

DOMI Education

Early Learning Coalition of the Big Bend

Grace Mission Episcopal Church

Honor Flight Tallahassee

Hope for Haiti

Innocence Project of Florida

Junior Achievement

Keep Tallahassee-Leon County Beautiful

Lee's Place

Legal Aid Foundation of Tallahassee

LeMoyne Center for the Visual Arts

Literacy Volunteers of Leon County

Lutheran Social Services of North Florida

North Florida Rotary Youth Camp

Office of the Public Guardian

PACE Center for Girls

Parkinson's Outreach Association

PeaceJam Southeast

PolioPlus

Pregnancy Help and Information Center

ReThink Energy Florida

Rotary Ukraine Project

Rotary Youth Exchange

Rotary Youth Leadership Awards

Sail Future

Shelter Box Project

St Jude's Children's Research Hospital

Tallahassee Senior Center

Tallahassee Symphony Orchestra

Tallahassee-Leon Co. Animal Service Center

Teen Challenge

Toys for Tots (US Marine Corp)

Turn About, Inc. of Tallahassee

YMCA, Capital Region



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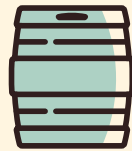
Justin Peel: [justinpeel@maclayrealty.com](mailto:justinpeel@maclayrealty.com)

Presented by:



## Sponsorship Levels & Marketing

Brewfest has developed an amazing campaign for the pre-event marketing. It covers a WIDE demographic and reach. We not only use traditional media but also new social media to promote the event. Our diverse campaign allows us to reach a vast audience to promote Brewfest but, better yet, promote our Sponsors.



**TITLE  
SPONSOR**



**Keg  
\$5,000**



**Pony  
\$2,500**

**Growler  
\$1,750**



**Stein  
\$1,000**



**Flight  
\$500**



**Tester  
\$250**

	TITLE SPONSOR	Keg \$5,000	Pony \$2,500	Growler \$1,750	Stein \$1,000	Flight \$500	Tester \$250
GA Tickets	18	16	8	4	4	2	1
VIP Tickets	10	8	4	2			
Beer App	Logo on opening screen	Logo	Logo	Logo	Logo	Logo	Logo
Website	Logo listed first	Logo	Logo	Logo	Logo	Logo	Name
Poster	Logo	Logo	Logo	Logo	Name		
Social Media	Minimum of 3 mentions	Minimum of 2 mentions	Minimum of 1 mention	Minimum of 1 mention			
Email (4k+ Subscribers)	Logo in separate section	Logo	Logo	Logo			
Captiveeyes	Logo in separate section	Logo	Logo				
DJ Announcements	Minimum of 3 mentions	Minimum of 2 mentions	Minimum of 1 mentions				
:30 TV Ad	Logo	Logo					
Newspaper Ad	Logo						
Bus Ad	Logo						

\* Number of sponsorships is limited; filled on first-come, first-served basis.  
Some marketing items have production deadlines, once deadlines have passed there is no substitute.  
Please confirm availability with Sponsorship Chair.