

WASHINGTON BREWERS FESTIVAL



June 22-23
at the
Seattle Center

**Sponsorship
Packages**



WASHINGTON BREWERS FESTIVAL

Join us at the Seattle Center for the Washington Brewers Fest on June 22nd & 23rd, presented by the Washington Brewers Guild.

As a sponsor, you'll align your brand with a movement that supports Washington craft brewers and connects you with passionate beer enthusiasts and local businesses. The event features Washington's finest craft beers, food, and live entertainment. Partner with us to celebrate the artistry of Washington's craft beer community.

Together, let's craft a memorable and impactful partnership. Cheers to making a difference.

The Washington Brewers Guild (WBG) is a 501 (c) 6 non-profit trade association dedicated to advancing the common interests of Washington craft brewers through legislative advocacy and brewer community building.

The WBG works to unite WA craft brewers and provide a strong and effective voice for the industry to The Legislature and other critical policy making entities. The WBG provides support to its member breweries by helping brewers navigate state beer laws, providing education forums on issues of interest and importance to WA brewers and connecting brewers with fellow brewers and beer industry suppliers.



| Sponsorship Packages | Presenting | Wristband | VIP Lounge | Brewers Lounge | Stage | Entertainment | Beer Fest App | WBG Summer Party | The Coolest (Cold Storage) Sponsor | Clean-Up Team | Volunteer | Brewers Fest Supporting | Booth |
|---|-------------------|-------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|------------------------------------|----------------------|----------------------|-------------------------|----------------------|
| Pre-Event Marketing | \$25,000 | \$15,000 | \$12,500 | \$10,000 | \$10,000 | \$10,000 | \$10,000 | \$10,000 | \$5,000 | \$2,500 | \$2,500 | \$1,000 | \$1,000 |
| Included in the Press Release | ● | ● | ● | ● | ● | ● | ● | | | | | | |
| Featured in all print and media interviews and marketing spots | ● | | | | | | | | | | | | |
| Included on the Seattle Center LED Screens (60 days) | ● | ● | ● | | | | | | | | | | |
| Social media; Facebook, Instagram, Snapchat, non-profits, etc. | ● | ● | ● | ● | ● | ● | ● | | ● | ● | ● | ● | ● |
| Logo and a link to Company Website added to WBG and Event Site | ● | ● | ● | ● | ● | ● | ● | | ● | ● | ● | ● | ● |
| Event –LED Digital Marketing | | | | | | | | | | | | | |
| Pre-Event digital advertising time on the LED Screens on Site | 25 Min | 15 Min | 10 Min | 10 Min | 10 Min | 10 Min | 10 Min | 10 Min | 5 Min | 2.5 Min | 2.5 Min | 1 Min | 1 Min |
| Digital Advertisement time during VIP Hour | 10 Min | 7 Min | 5 Min | 5 Min | 5 Min | 5 Min | 5 Min | 5 Min | 3 Min | 2 Min | 2 Min | 1 Min | 1 Min |
| Exclusive digital advertising time on LED screens during the event | 40 Min | 30 Min | 20 Min | 15 Min | 15 Min | 15 Min | 15 Min | 15 Min | 8 Min | 5 Min | 5 Min | 3 Min | 3 Min |
| | Custom time slots | Custom time slots | (80) 15 second slots | (60) 15 second slots | (60) 15 second slots | (60) 15 second slots | (60) 15 second slots | (60) 15 second slots | (32) 15 second slots | (20) 15 second slots | (20) 15 second slots | (12) 15 second slots | (12) 15 second slots |
| Event Collateral | | | | | | | | | | | | | |
| Banner on top of stage – 3’10” x 37’ space | ● | | | | | | | | | | | | |
| Stage Wing Banners; Designated hosting date 6’6” Wide x 15’ Tall | | | | | ● | ● | | | | | | | |
| Main Entrance Banner – logo with presenting sponsor 10’ x 16’ space | ● | ● | ● | ● | ● | ● | ● | | | | | | |
| Fence banner Space (Perimeter Fencing) | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | |
| Event Extras | | | | | | | | | | | | | |
| Entertainment Introductions (Opportunity to thank the community) | ● | | | ● | ● | ● | | | | | | | |
| Booth Space | ● | ● | ● | | | | ● | | ● | | | | ● |
| Company Shout Outs | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| Booth Space in the VIP Area | | | | | | | | ● | | | | | |
| Complimentary Tickets | | | | | | | | | | | | | |
| GA Tickets to the Event | 30 Tickets | 12 Tickets | | 8 Tickets | 8 Tickets | 8 Tickets | 10 Tickets | 10 Tickets | 10 Tickets | 4 Tickets | 4 Tickets | 4 Tickets | 4 Tickets |
| VIP Tickets to the Event | 10 Tickets | 4 Tickets | 10 Tickets | | | | | | | | | | |
| WBG Summer Party - Saturday Evening | 10 Tickets | 8 Tickets | 6 Tickets | 6 Tickets | 6 Tickets | 6 Tickets | 6 Tickets | 10 Tickets | 4 Tickets | 2 Tickets | 2 Tickets | 0 Tickets | 0 Tickets |

WASHINGTON BREWERS FESTIVAL 2024

Friday, June 21st, 2024

!! SETUP DAY !!

Venue Setup:

7:00am- 8:00pm

Breweries & Vendor Load-In:

3:00pm-7:00pm

Saturday June 22nd, 2024

Breweries & Vendor Load-In:

9:00am-11:00am

VIP Hour

12:00pm-1:00pm

Main Event

1:00pm- 5:00pm

🌟 WBG Summer Party 🌟
5:30pm-7:30pm (Invite Only)

Sunday, June 23rd, 2024

Breweries & Vendor Load-in:

10:00am-11:00am

VIP Hour

12:00pm-1:00pm

Main Event

1:00pm- 5:00pm

Event Take-Down

5:00pm – 11:00pm

WASHINGTON BREWERS FESTIVAL

PRESENTING SPONSOR

\$25,000

1 available

Premier Sponsor with Naming Rights,
presenting an unparalleled level of association with the festival.

BRANDING

"Washington Brewers Festival Presented by [Your Company]" across all event branding, including but not limited to entry signage, stage banners, and promotional materials.

MARKETING

Premier logo placement on the festival's homepage, ticketing pages, and all social media platforms. Multiple dedicated shoutouts and features across digital channels, highlighting your pivotal sponsorship role.

LED SCREEN TIME

Prime-time slots for logo display and promotional content on all LED screens throughout the venue, including exclusive minute-long ad segments. 75 Minutes of combined screen time throughout the Event on (3) 14' x 8' LED Screens; (2) Flanking the stage and (1) in the VIP Lounge.

SPECIAL FEATURE

The opportunity to host a special event or keynote within the festival, such as a VIP reception or a launch event for a new product.

PRIME BOOTH LOCATION

The most prominent exhibition space at the festival, with the option to customize the area to your branding needs.

EVENT PARTICIPATION

Exclusive rights to make opening and closing remarks at the festival, solidifying your status as the principal sponsor.

COMPLIMENTARY TICKETS

10 VIP Tickets & 30 GA Tickets for staff, clients, or promotions. Plus 10 tickets to the WBG Summer Party

WASHINGTON BREWERS FESTIVAL

WRISTBAND SPONSOR

\$15,000

1 available

Official Wristband Sponsor, with the option for renewal for future events.

BRANDING

Company Logo on all event wristbands. Banners at the front entrance for guests to see as they walk into the venue, this is also used to purchase additional tastes.

MARKETING

Logo on the event website, event app and ticketing site. Mention in social media posts related to wristband distribution.

LED SCREEN TIME

Over 50 minutes of combined time for Logo display and short promotional silent ads on the LED screens throughout the Event on (3) 14' x 8' LED Screens; (2) Flanking the stage and (1) in the VIP Lounge.

BOOTH LOCATION

A designated space in the general vendor area for promotional activities.

EVENT PARTICIPATION

Acknowledgment during the event's opening remarks.

COMPLIMENTARY TICKETS

4 VIP tickets, 12 GA tickets for staff, clients, or promotions. Plus 8 tickets to the WBG Summer Party



WASHINGTON BREWERS FESTIVAL

VIP LOUNGE SPONSOR

\$12,500

1 available

Exclusive VIP Lounge Sponsor with first right of refusal for next year.

BRANDING

Company Banner Space on the VIP Stage.

MARKETING

High visibility logo placement on the website, ticket sales platforms, and all event-related social media. Dedicated posts praising VIP lounge amenities, sponsored by your company.

LED SCREEN TIME

Logo display and short promotional silent ads on the LED screens throughout the Event on (3) 14' x 8' LED Screens; (2) Flanking the stage and (1) in the VIP Lounge for a combination of 35 minutes!

SPECIAL FEATURE

The opportunity to host a special event or keynote within the festival, such as a VIP reception or a launch event for a new product.

PRIME BOOTH LOCATION

The most prominent booth placement within or adjacent to the VIP Lounge.

EVENT PARTICIPATION

Special acknowledgment during VIP event.

COMPLIMENTARY TICKETS

10 VIP Tickets for an elite event experience, plus 6 tickets to the WBG Summer Party.

WASHINGTON BREWERS FESTIVAL

BREWER'S LOUNGE SPONSOR

\$10,000

1 available

Exclusive Sponsor of the Brewers Lounge with first right of refusal for next year.

BRANDING

"Brewers Lounge Sponsored by [Your Company]" prominently displayed inside and outside the Brewers lounge.

MARKETING

High visibility logo placement on the website, ticket sales platforms, and all event-related social media. Dedicated posts praising VIP lounge amenities, sponsored by your company.

LED SCREEN TIME

Logo display and short promotional silent ads on the LED screens throughout the Event on (3) 14' x 8' LED Screens; (2) Flanking the stage and (1) in the VIP Lounge for a total of 30 minutes.

EVENT PARTICIPATION

Special acknowledgment during the pre-event meetings with all vendors, staff and volunteers.

COMPLIMENTARY TICKETS

8 GA Tickets for the event. Plus 6 tickets to the WBG Summer Party

Stage Sponsor

\$10,000
1 Available



Main Stage Naming Rights,
with options for future festivals.

BRANDING

“(Your Company)’s Stage” on the Main Stage Side Banners during the duration of the event

MARKETING

Logo featured on the event website, ticketing platform, and all social media channels. Frequent social media mentions linking your brand to the entertainment lineup.

LED SCREEN TIME

Logo display and short promotional silent ads on the LED screens throughout the Event on (3) 14’ x 8’ LED Screens; (2) Flanking the stage and (1) in the VIP Lounge for a total of 30 minutes.

PRIME BOOTH LOCATION

Directly adjacent to the main stage for maximum attendee engagement

SPEAKING OPPORTUNITIES

Opportunity to introduce one of the acts each day.

EVENT PARTICIPATION

Mention as the stage sponsor during event opening and before major acts.

COMPLIMENTARY TICKETS

8 GA tickets to the event plus 6 tickets to the WBG Summer Party



Entertainment Sponsor

\$10,000

1 Available

Exclusive Entertainment Sponsor with options for spotlighting during select performances.

BRANDING Main Associated with specific entertainment acts, “Entertainment Brought to You by [Your Company].”

MARKETING Prominent logo and company name on all entertainment-related marketing materials, the event website, and ticketing platforms. Individual social media posts linking your brand with high-profile entertainment moments.

LED SCREEN TIME Logo display and short promotional silent ads on the LED screens throughout the Event on (3) 14' x 8' LED Screens; (2) Flanking the stage and (1) in the VIP Lounge for a total of 30 minutes.

PRIME BOOTH LOCATION Near the main stage for high visibility and attendee engagement.

SPEAKING OPPORTUNITIES Opportunity to introduce one of the acts each day

EVENT PARTICIPATION Mention as the Entertainment Sponsor during event opening and before major acts.

COMPLIMENTARY TICKETS 8 GA tickets. 4 Backstage Passes to meet the artist plus 6 tickets to the WBG Summer Party.



BEER FEST APP SPONSOR

\$10,000

1 available



Exclusive Sponsor of the Official Beer Fest App.

BRANDING

App "Powered by [Your Company]" on splash screen and within app features.

MARKETING

Logo and mention on the event website, ticketing platform, and social media channels focused on app promotion. Feature articles or posts about the app functionalities and your company's contribution.

LED SCREEN TIME

Logo display and short promotional silent ads on the LED screens throughout the Event on (3) 14' x 8' LED Screens; (2) Flanking the stage and (1) in the VIP Lounge for a total of 30 minutes

SPECIAL FEATURE

Push notifications within the app can include messages or offers from your company.

PRIME BOOTH LOCATION

Designated area for app demonstration or tech-focused engagements.

EVENT PARTICIPATION

Mention as the App Sponsor at the opening ceremony and during key tech-related announcements..

COMPLIMENTARY TICKETS

10 GA tickets, integrating your brand with innovative event technology.
Plus 6 tickets to the WBG Summer Party

WBG Summer Party

\$10,000

1 available

BRANDING

“Summer Party Presented by [Your Company]” on all related communications.

MARKETING

Logo on the main event and after-party websites, ticketing platform, and prominent social media announcements.

LED SCREEN TIME

Logo display and short promotional silent ads on the LED screens throughout the Event on (3) 14' x 8' LED Screens; (2) Flanking the stage and (1) in the VIP Lounge for a total of 30 minutes

PRIME BOOTH LOCATION

Premier placement at the after-party venue.

EVENT PARTICIPATION

Opportunity to Speak during the WBG Summer Party

COMPLIMENTARY TICKETS

10 GA tickets for Saturday's Event plus 10 Tickets to the WBG Summer Party, ensuring a strong presence of your brand.



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2024



THE COOLEST SPONSOR

\$5,000

2 available

Official Cold Storage Partner of the Festival.

BRANDING

Your logo on all cold storage units and related signage.

MARKETING

Company name and logo on the festival website and social media platforms, emphasizing your essential role in beer preservation. Highlighted in posts and materials related to beer storage and quality control.

LED SCREEN TIME

Logo display and short promotional silent ads on the LED screens throughout the Event on (3) 14' x 8' LED Screens; (2) Flanking the stage and (1) in the VIP Lounge for a total of 16 minutes

SPECIAL FEATURE

Booth Location – Space near the beer serving areas to emphasize your contribution.

PRIME BOOTH LOCATION

The most prominent exhibition space at the festival, with the option to customize the area to your branding needs.

EVENT PARTICIPATION

Acknowledgment during segments focused on beer quality and storage.

COMPLIMENTARY TICKETS

10 GA tickets, underlining your support for maintaining high-quality standards. Plus 4 tickets to the WBG Summer Party

CLEAN-UP SPONSOR

\$2,500

1 available

Official Clean-Up Team Sponsor, with potential for future event sponsorship. VIP Lounge



BRANDING

Logo on clean-up team uniforms showcasing your company.

MARKETING

Pre-event mentions and shoutouts on Social Media, Emails and special announcements.

LED SCREEN TIME

Logo display and short promotional silent ads on the LED screens throughout the Event on (3) 14' x 8' LED Screens; (2) Flanking the stage and (1) in the VIP Lounge for a total of 9 minutes

BOOTH LOCATION

10' x 10' Space at the main entrance located on top of the Fischer Pavilion Roof overlooking the event.

EVENT PARTICIPATION

Acknowledgment during the event and at the end of the day.

COMPLIMENTARY TICKETS

4 GA tickets to the event plus 2 tickets to the WBG Summer Party

WASHINGTON BREWERS FESTIVAL

VOLUNTEERS SPONSOR

\$2,500

1 available

Official Volunteer Team Sponsor, with potential for future event sponsorship.

BRANDING

Logo on clean-up team uniforms and equipment, showcasing your commitment to sustainability.

MARKETING

Company name and logo on the festival website and social media platforms, highlighting environmental responsibility. PLUS...Special mention in posts related to environmental sustainability and clean-up efforts.

LED SCREEN TIME

Logo display and short promotional silent ads on the LED screens throughout the Event on (3) 14' x 8' LED Screens; (2) Flanking the stage and (1) in the VIP Lounge for a total of 9 minutes

PRIME BOOTH LOCATION

Space in the sustainability-focused area of the festival.

EVENT PARTICIPATION

Acknowledgment during environmental sustainability mentions.

COMPLIMENTARY TICKETS

4 GA tickets to the event plus 2 tickets to the WBG Summer Party.



BREWERS FEST SUPPORT SPONSOR

\$1,000

MULTIPLE available

A Special opportunity for small businesses and individuals to be recognized as Festival Supporters.

BRANDING

Your name or logo displayed on the "Supporters" section of the event website.

MARKETING

Mention in a collective thank-you post on social media, recognizing all Supporters Sponsors. Inclusion in the festival's digital newsletter, if applicable.

LED SCREEN TIME

Logo display and short promotional silent ads on the LED screens throughout the Event on (3) 14' x 8' LED Screens; (2) Flanking the stage and (1) in the VIP Lounge for a total of 5 minutes

EVENT PARTICIPATION

Group acknowledgment during a designated time slot of the event.

COMPLIMENTARY TICKETS

4 GA tickets to the event



BOOTH SPONSORSHIPS

\$1,000

MULTIPLE available



Put up YOUR Booth in the heart of the Exhibition.

MARKETING

Premier logo placement on the festival's homepage, ticketing pages, and all social media platforms. Multiple dedicated shoutouts and features across digital channels, highlighting your pivotal sponsorship role.

LED SCREEN TIME

Logo display and short promotional silent ads on the LED screens throughout the Event on (3) 14' x 8' LED Screens; (2) Flanking the stage and (1) in the VIP Lounge for a total of 5 minutes.

SPECIAL FEATURE

The opportunity to host a special event or keynote within the festival, such as a VIP reception or a launch event for a new product.

PRIME BOOTH LOCATION

The most prominent exhibition space at the festival, with the option to customize the area to your branding needs.

EVENT PARTICIPATION

10' x 10' Booth Space

COMPLIMENTARY TICKETS

4 GA tickets, offering a deeper connection with the brewing community and its supporters.



WASHINGTON BREWERS FESTIVAL



THANK YOU FOR YOUR SUPPORT!!

#WABREWFEEST

Sponsorships@washingtonbrewersguild.org

