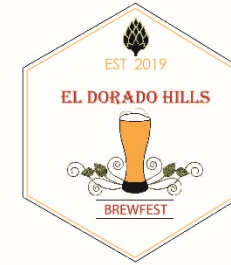




El Dorado Hills Brewfest

Saturday, September 11, 2021, 3 – 7 PM

Sponsorship Opportunities

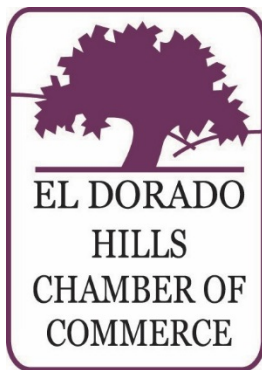


Reach **up to 2,000 patrons** and **50,000+ of extended audience** in print, online, and pre-event promo from the counties of El Dorado, Sacramento, Placer, Sutter, Yuba, Yolo, Amador, and the Bay Area. This branded event at the lush Serrano Visitor Center Village Green will feature **40+ breweries and wineries** with unlimited tastings, food trucks, music, entertainment, VIP lounge & swag bags, Art on the Green, and a special commemoration for the 20th Anniversary of 9/11. Current health and safety guidelines at the time of the event will be in place. Event proceeds benefit programs of the El Dorado Hills Chamber of Commerce.

<u>Sponsor Benefits</u>	VIP		VIP		Water		Promo		Vendor			
	<u>Title</u> \$5000	<u>Presenting</u> \$4000	<u>Glassware</u> \$3500	<u>Lounge</u> \$3500	<u>Bag</u> \$2000	<u>Wristband</u> \$1500	<u>Lanyard</u> \$1500	<u>Tower</u> \$750	<u>Entertainment</u> \$750	<u>Coaster</u> \$500	<u>Booth</u> \$300	<u>Web</u> \$150
Presented by Status												
With Industry Exclusivity	✓											
Booth Space	✓	✓	✓	✓							✓	
Total Social Media Promo	✓	✓	✓	✓	✓							
Brand Recognition in Select Marketing Materials & Promo	✓	✓	✓	✓	✓	✓	✓					
Linked Logo on Official Event Website	✓	✓	✓	✓	✓	✓	✓					✓
Signage (*provided)	✓*	✓*	✓	✓				✓	✓			
Logo on Official Event Swag	✓	✓	✓	✓	✓	✓	✓			✓		
Unlimited Tasting Glasses	8 VIP	6 VIP	4 VIP	4 VIP	4 GA	4 GA	4 GA	2 GA	2 GA			
Sponsor Swag in VIP Bags	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

El Dorado Hills Chamber of Commerce
In partnership with Beers in Sac
Proudly presents the 3rd Annual

El Dorado Hills Brewfest



Sponsorship Opportunities

Saturday, September 11, 2021
3:00 – 7:00 p.m.
Serrano Visitor Center Village Green
El Dorado Hills, CA



Reach your target market at the El Dorado Hills Brewfest!

- Featuring 45+ Breweries & Some Wineries
- Est. 2,000-ticketed Attendees
- 20-40 Years Of Age
- Male 60%, Female 40%
- Income \$55,000-\$75,000
- Draw – Regional, 50-mile radius from El Dorado Hills in the scenic Serrano Parkw

TITLE SPONSOR

\$5,000 (Limit 1)

- Exclusive status as Title Sponsor
- Integration of Company name into title of Event
- 10 x 10' Booth Space at Sponsor choice location with 6 foot table & 2 chairs provided
- Opportunity to distribute marketing materials to all attendees as they enter venue
- Verbal recognition throughout the Event with Sponsor Banner displayed at Event
- Company logo featured on all El Dorado Hills Brewfest e-Blast Newsletters
- Newsletter e-Blast promotions
- Company promotion via the event across websites and social media platforms
- Linked logo on Event website
- Opportunity to provide promotional materials in VIP Swag Bags
- 8 VIP Tickets

PRESENTING SPONSOR

\$4,000 (SOLD OUT)

- 10 x 10' Booth Space at Sponsor choice location with 6 foot table & 2 chairs provided
- Verbal recognition throughout the Event with Sponsor Banner displayed at Event
- Company logo featured on all El Dorado Hills Brewfest Collateral
- Newsletter e-Blast promotions
- Company promotion via the event across websites and social media platforms and brand recognition in select marketing materials and promotion
- Linked logo on Event website
- Opportunity to provide promotional materials in VIP Swag Bags
- 6 VIP Tickets

GLASSWARE SPONSOR

\$3,500 (Limit 2)

- 10 x 10' Booth Space with 6 foot table & 2 chairs provided
- Your Logo on Event Glassware given to every Attendee
- Sponsorship Banner displayed at Event



GLASSWARE SPONSOR (continued) \$3,500 (Limit 2)

- Company promotion via the event across websites and social media platforms
- Brand recognition in select marketing materials and promotion
- Linked logo on Event website
- Opportunity to provide promotional materials in VIP Swag Bags
- 4 VIP Tickets

VI LOUNGE SPONSOR \$3,500 (Limit 1)

- Two 10x10 table, 2 chairs, and pop-up provided (if needed)
- Your company's signage will be displayed at the VIP Lounge Welcome Table
- Opportunity to welcome each VIP guest, hand out VIP swag bags, optimal engagement
- Company promotion via the event across websites and social media platforms
- Brand recognition in select marketing materials and promotion
- Linked logo on event website
- Opportunity to provide promotional materials in VIP Swag Bags
- 4 VIP Tickets

VIP REUSABLE BAG SPONSOR \$2,000 (Limit 1)

- Your logo printed on El Dorado Hills Brewfest Farmer's Market style reusable bags given to all VIP attendees. El Dorado Hills Brewfest logo on one side with your logo on the other
- Sponsorship banner displayed at event
- Company promotion via the event across websites and social media platforms and brand recognition in select marketing materials and promotion
- Linked logo on event website
- Opportunity to provide promotional materials in VIP Swag Bags
- 4 VIP Tickets

WRISTBAND SPONSOR \$1,500 (Limit 1)

- Your company name on wristbands worn by each attendee
- Brand recognition in select marketing materials and promotion
- Linked logo on event website
- Opportunity to provide promotional materials in VIP Swag Bags
- 4 General Admission Tickets



LANYARD SPONSOR **\$1,500 (Limit 1)**

- Your company logo prominently displayed on all lanyards worn by all brewers, beer pourers, volunteers, event organizers, vendors, and media
- Brand recognition in select marketing materials and promotion
- Linked logo on event website
- Opportunity to provide promotional materials in VIP Swag Bags
- 4 General Admission Tickets

WATER TOWER SPONSOR **\$750 (Limit 2)**

- Your company logo on custom water tower wrap. (360 degree custom wrap; Water tower holds 125 gallons of water with 6 taps, servicing water needs for all attendees)
- Opportunity to provide promotional materials in VIP Swag Bags
- 2 General Admission Tickets

ENTERTAINMENT SPONSOR **\$750 (Limit 2)**

- Your company's provided signage will be displayed adjacent to the entertainment, located in the center of El Dorado Hills Brewfest
- Opportunity to provide promotional materials in VIP Swag Bags
- 2 General Admission Tickets

PROMOTIONAL COASTER SPONSOR \$500 (Limit 4)

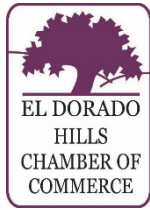
- Your company logo will be prominently featured on 1,000 promotional coasters that will be used at various local businesses to promote El Dorado Hills Brewfest
- Opportunity to provide promotional materials in VIP Swag Bags

VENDOR BOOTH **\$300 (Limit 15)**

- 10 x 10 booth space – 6' table & 2 chairs provided (Sponsor provides pop-up)
- Opportunity to provide promotional materials in VIP Swag Bags

WEB SPONSOR **\$150 (Limit 10)**

- Linked logo on Event website
- Opportunity to provide promotional materials in VIP Swag Bags



El Dorado Hills Brewfest Sponsorship Agreement

Saturday, September 11, 2021, 3:00 - 7:00 PM
Serrano Visitor Center Village Green
4525 Serrano Parkway, El Dorado Hills, CA

Company: _____

Address: _____

Website: _____

Social Media: _____

Contact: _____ Title: _____

email: _____

Office #: _____ Cell # (day-of) _____

Sponsorship Level: _____

Sponsor Signature: _____ Date: _____

Print Name & Title: _____

Additional Tickets: _____ VIP @ \$55 each = _____

_____ General Admission @ \$35 each = _____ ... _____ Designated Driver @ \$20 each = _____

Payment Information:

Charge \$ _____ to VISA _____ MasterCard _____ AMEX _____

Expiration date: _____ Security Code: _____

Card Number: _____ Zip Code: _____

Card Holder Name: _____ Signature: _____

Check \$ _____ made payable to El Dorado Hills Chamber is enclosed.

To secure your space, please send your Sponsorship Agreement and **high-resolution logo in PDF or JPEG** to angela@eldoradohillschamber.org