



# El Dorado Hills Brewfest

Saturday, September 11, 2021, 3 – 7 PM

## Sponsorship Opportunities

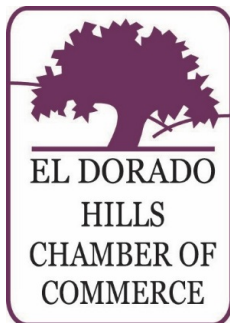


Reach **up to 2,000 patrons** and **50,000+ of extended audience** in print, online, and pre-event promo from the counties of El Dorado, Sacramento, Placer, Sutter, Yuba, Yolo, Amador, and the Bay Area. This branded event at the lush Serrano Visitor Center Village Green will feature **40+ breweries and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

<b><u>Sponsor Benefits</u></b>	<b><u>Title</u></b>	<b><u>Presenting</u></b>	<b><u>Glassware</u></b>	<b><u>VIP Lounge</u></b>	<b><u>VIP Bag</u></b>	<b><u>Wristband</u></b>	<b><u>Lanyard</u></b>	<b><u>Water Tower</u></b>	<b><u>Entertainment</u></b>	<b><u>Promo Coaster</u></b>	<b><u>Vendor Booth</u></b>	<b><u>Web</u></b>
	<b>\$5000</b>	<b>\$4000</b>	<b>\$3500</b>	<b>\$3500</b>	<b>\$2000</b>	<b>\$1500</b>	<b>\$1500</b>	<b>\$750</b>	<b>\$750</b>	<b>\$500</b>	<b>\$300</b>	<b>\$150</b>
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	<b>8 VIP</b>	<b>6 VIP</b>	<b>4 VIP</b>	<b>4 VIP</b>	<b>4 VIP</b>	<b>4 GA</b>	<b>4 GA</b>	<b>2 GA</b>	<b>2 GA</b>			
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 40+ 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 Parkway

### TITLE SPONSOR

**\$5,000 (Limit 1 - SOLD OUT)**

- 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 - SOLD OUT)**

- 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 - SOLD OUT)**

- 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 LOUNGE SPONSOR \$3,500 (Limit 1 - SOLD OUT)**

- 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 - SOLD OUT)**

- 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 - SOLD OUT)**

- 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 - SOLD OUT)**

- 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 - SOLD OUT)**

- 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 - SOLD OUT)**

- 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 - LIMITED AVAILABILITY)**

- 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 - - SOLD OUT)**

- 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 - LIMITED AVAILABILITY)**

- 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](mailto:angela@eldoradohillschamber.org)