



## SPONSORSHIP INFORMATION

### WHAT IS BLOCK ON ROCK?

The Block on Rock 9th Birthday Bash celebration is a festival with live music, food trucks, craft vendors, street performers, and multiple beverage stations. In the past this event has hosted up to 2,500 attendees. Our event will be held on July 30th to celebrate nine great years of brewing on 9th Street.

### WHY SPONSOR?

A portion of all gate revenue, alcohol, and food sales are donated to Preserve Arkansas, the only statewide non-profit organization focused on preserving Arkansas's architectural and cultural resources. The event attracts a wide demographic, but the largest group is urban millennials. Sponsorship allows person-to-person engagement with your target audience. Over the previous 8 years, we have grown Block on Rock to be the largest craft-beer festival in the state. Average attendance since 2018 exceeds 2500 patrons.

### WHAT DO I GET FOR SPONSORING BLOCK ON ROCK?

There are multiple levels of sponsorship including three gates, entertainment, main stage, and presenting. Each level includes a different package of visibility & recognition, as well as VIP & general admission passes to the event. As part of the sponsorship package, you would be granted space to set up promotional banners, games, information tables, etc. In addition to this space, Stone's Throw Brewing will include you in festival press releases, in the Facebook event, and on festival maps; provide banners on the brewery and in the festival area according to

sponsorship level; provide General Admission passes (\$5/ea value); and VIP passes granting access to the VIP lounge with snacks, air conditioning, indoor bathrooms, and unlimited Stone's Throw beers & ciders (\$100/ea value). Specific sponsorship benefits for each level are available on the attached sheet and can be customized to your needs.

### **HOW DO I SIGN UP?**

Please fill out and return the attached sponsorship information form. If you have any questions or concerns, please contact Megan Wylie at (870) 917-8725 or [megan@stonesthrowbeer.com](mailto:megan@stonesthrowbeer.com) or Theron Cash at (870) 917-5229 or [theron@stonesthrowbeer.com](mailto:theron@stonesthrowbeer.com)

## STONE'S THROW BREWING BLOCK ON ROCK 8<sup>th</sup> BIRTHDAY BASH SPONSORSHIP FORM

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Social Media Accounts: \_\_\_\_\_

### SPONSORSHIP SELECTION:

- Gate Sponsor - \$800
- Entertainment Sponsor - \$1500
- Main Stage Sponsor - \$2500
- Presenting Sponsor - \$5000

Authorized Signature for Sponsor: \_\_\_\_\_ Date: \_\_\_\_\_

All signed sponsorship forms and payments are due before the Block on Rock 9<sup>th</sup> Birthday Bash on July 30.

Please return complete form to the following address or email form to  
theron@stonesthrowbeer.com

Stone's Throw Brewing Block on Rock  
402 E. 9th St.  
Little Rock, AR 72202

**Please email ([megan@stonesthrowbeer.com](mailto:megan@stonesthrowbeer.com)) an image or file with your company logo for use on our promotional material; high resolution jpeg along with vector versions preferred.**

**Thank you for partnering with Stone's Throw Brewing!**



## 2022 BLOCK ON ROCK SPONSORSHIP BENEFITS

	PRESENTING SPONSOR	MAIN STAGE SPONSOR	ENTERTAINMENT SPONSOR	GATE SPONSOR
<b>PRE EVENT RECOGNITION</b>				
SOCIAL MEDIA PROMOTION				
EVENT POSTERS				
PRESS RELEASE				
BRANDING ON BREWERY				
<b>EVENT ON-SITE RECOGNITION</b>				
BRANDING ON BREWERY				
STAGE BANNERS				
ON-STAGE MENTIONS				
FEATURE ON ONE GATE				
FEATURE ON EVENT MAP				
<b>SPONSOR PERKS</b>				
VIP/GA PASSES	<b>50/50</b>	<b>25/25</b>	<b>15/15</b>	<b>10/10</b>
BEER NAMING RIGHTS				
INDOOR RESTROOM				
VIP LOUNGE				
<b>POST EVENT</b>				
RECAP PRESS RELEASE				