



SPONSORSHIP PACKAGES

October 22, 2016

Downtown Las Vegas

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For more information:

Shaila Macy *Event Manager*
shaila@productiontheory.com
702.883.0942

Brian Chapin *Managing Director*
brian@productiontheory.com
702.883.0942



ABOUT THE EVENT

Downtown Brew Festival is a locally-focused event that brings the community together through local breweries, restaurants, non-profits, businesses and residents.

The event is Las Vegas' largest fall craft brew celebration featuring more than 60 local, regional and international breweries serving over 200 different beers, ciders and meads.

By The Numbers



5,000

2015 Attendance
(Sold Out)



76 Print
Articles



15 Broadcasts



50M Total
Impressions



THE AUDIENCE



52%
Male

48%
Female



80% Locals



65% College Graduates



\$71K Average Household Income



83% Ages 25-44



TOP TIER SPONSORSHIPS

Presenting

20' x 20' premium tented area in the grass

Logo (large) inclusion on all tasting glasses (5,000)

Presenting sponsor on DBF

Website and all DBF advertising campaigns

Presenting sponsor listing on all print material including programs, posters, email blasts, banners.

Inclusion in press releases (distributed to 400+ local & national publications)

Imperial

10' x 20' premium tented area in the grass

Logo inclusion on wristbands (2,500)

Sponsor listing on DBF website and all DBF advertising campaigns

Sponsor listing for festival on all printed material including programs, posters, email blasts, banners, etc.

Inclusion in press releases (distributed to 400+ local & national publications)

Exclusive Industry

10' x 10' premium tented area in the grass

Exclusive event sponsor for a specific industry (telecommunications, lawyer, grocery, etc.)

Sponsor listing on DBF website

PRICING AND BENEFITS

	Presenting	Imperial	Brewers Lounge	Exclusive Industry	Gold Sponsor	Silver Sponsor	Brewery Sponsor
Availability	1/1	2/3	2/2	3/5	-	-	-
Sponsorship Cost							
Exhibit Space	20' x 20'	10' x 20'	100' x 100'	10' x 20'	10' x 10'	10' x 10'	10' x 20'
Promotional Materials							
Headline Sponsor Rights	•						
Logo on Beer Tasting Cups (5,000)	•						
Logo on GA/EE Wristbands (2,500)		•					
Logo on VIP Wristbands (500)			•				
On-Site Banner Placement							
Logo on Print at Home Tickets (5,000)	•	•	•	•			
Logo on Email Blasts	•	•	•	•	•		
Credentials							
GA Beer Tasting	20	12	10	10	6	6	6
Early Entry (EE)							
Brewers Lounge VIP	12	8	6	6	2	2	2
Advertising							
Social Media Posts (FB, IG and TW each)	3	2	2	2	1	1-	1
Email feature	•	•	•	•			
Press Release Inclusion	•	•	•	•			
Print Collateral	•	•	•	•	•	•	•
Print Advertising	•	•	•	•	•	•	•
Advertising Buy Value						-	-