

A Motley Brews EXPERIENCE

# BREW & FOOD FESTIVAL



**2016 Sponsorship Deck**



# 2016 FESTIVAL DETAILS



Saturday, June 4<sup>th</sup>



Waterfront Park  
1600 Pacific Highway  
San Diego, CA 92101



Projected Attendance:  
7,500



70+  
craft breweries



20+  
killer chefs

## Brew & Food Festival Features:

- Beer sampled in 2oz pours.
- Food for purchase from 20 + chefs and restaurants.
- A focus on seasonal, specialty and new-release beer in order to cultivate an exciting and new sampling selection.
- Menu items inspired by craft beer and created by top-level chefs and restaurants exclusively for BFF and paired with select craft brews.
- A combination of a stellar beer lists and menus that cannot be found elsewhere that make BFF a significant beer and culinary experience for the inquisitive novice and the seasoned enthusiast.
- VIP section called “Mad Craft” which houses up to 500 affluent festival goers with the most discerning tastes.



# THE AUDIENCE



## Demographics



78% San Diego County Residents



22% Visitors\*

\* Top Feeder Markets: Los Angeles, Arizona and Las Vegas



52% Male



48% Female



83% Age 26-37



Avg. Income \$74K

## Our Reach



15,481



5,508



10,446



34,065 Sessions/Month



# EVENT PROMOTION & MEDIA ASSETS



**PRINT**



**WEB/DIGITAL**



**SOCIAL MEDIA**

- Hyperactive social media strategy
- Facebook advertising
- Editorial, TV & radio interviews
- Print & digital ads
- E-blasts to a 10K+ database

**Organic Press** interest generated by [Grassroots Public Relations](#) includes in-person interviews, on-site and in-studio television shots and stories from food, beer, lifestyle and entertainment critics from local and national publications.



**Brew and Food Festival**

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Heads up, Brew & Food Fans. BFF returns to San Diego on Saturday, June 4 with more craft beer, more culinary exploration and even more ways to rock out. Ticket sales start Tuesday, Feb 23 at <http://brewandfoodfest.com/>.



**BREW & FOOD**

**#BREWANDFOOD**

6,836 people reached

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91

Top Comments



Write a comment...



Eduardo Soy Bryan Barbarin of The Routine

Unlike · Reply · Message · 2 · February 18 at 4:23pm



Estella Yslas Yvonne Palos, is that Gabriel Valdepena holden the shot glass??? Lol

Like · Reply · Message · 2 · February 21 at 5:41pm

4 Replies



Yvonne Rodriguez Joe

Like · Reply · Message · 1 · February 20 at 8:28am



Tanika Smith Acquanetta Netta Ferguson

Like · Reply · Message · 1 · February 20 at 3:14pm

1 Reply



Nathan Guillen Justin S. Santolaya

Like · Reply · Message · 1 · February 21 at 8:50am



Jonathan Borravo Julie Borravo-Rodriguez Juancho Rodriguez



# STATS FROM 2015 BREW AND FOOD



The inaugural **BFF** attracted **3,500+ fans** to sample beers from more than **60 craft breweries** and food from the beer-inspired menus of **20 chefs**.

The Brew & Food Festival will take place again on Saturday, June 4th, 2016 at the breathtaking Waterfront Park in San Diego. More than 70 breweries will provide some of their more culinary-inspired beers while 20 of the region's finest culinary tastemakers will prepare craft beer inspired and infused dishes.

## OUR PARTNER - SAN DIEGO COASTKEEPER

We partnered with the local San Diego 501(c)3 organization **San Diego Coastkeeper** for **BFF '15** in support of their mission: to protect and restore fishable, swimmable and drinkable waters in San Diego County. We participated in and supported coastal cleanups while offering bottle-free sustainable water stations at the festival. After a great 2015 partnership experience, we are continuing our work with SDCK in 2016.



SAN DIEGO  
COASTKEEPER



# FESTIVAL ACTIVATIONS



## Mad Craft VIP

The **Mad Craft VIP** ticket is the most sought-after credential at BFF. This exclusive area hosts a combination of national media, sponsors and discerning guests for four hours of rare brew, culinary, and craft-beer industry offerings. Mad Craft VIP sponsors have the opportunity to connect with this group and advance their brand with prominent tastemakers and consumers at the event. Opportunities for chef & beer demos, pairings, and specialty presentations are available to Mad Craft sponsors.

Motley Brews offers turnkey festival activation opportunities and can integrate your brand into one of our custom festival experiences.