



AT THE ROSE BOWL

SPONSORSHIP PACKAGES

October 15, 2016

At the Rose Bowl in Pasadena

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WHO IS MOTLEY BREWS?

Motley Brews is a team of event professionals and craft beer enthusiasts dedicated to producing top-notch festivals that bring communities together. Motley Brews creates lifestyle events throughout the southwest including **The Great Vegas Festival of Beer**, Nevada's largest craft beer festival, **Brew & Food Festival** in San Diego and the Las Vegas **Downtown Brew Festival**.

Motley Brews events are locally-focused, building relationships and collaborations between the craft beer, culinary and entertainment industries and creating meaningful connections with the communities they serve.

Motley Brews festivals also create significant fundraising opportunities for nonprofit organizations. To date we have raised more than \$100,000.00 for deserving local charities.



ABOUT THE EVENT

On Saturday, October 15, more than 5,000 craft beer lovers will gather to celebrate one of beer's most beloved traditions: Oktoberfest. The Pasadena Oktoberfest will feature samples of fine craft beers, delicious food from LA area food trucks and live entertainment under the Rose Bowl's iconic marquis.



**Saturday,
October 15, 2016**



Rose Bowl



5,000 Attendance



THE AUDIENCE*



52%
Male

48%
Female



80% Locals



65% College Graduates



\$71K Average Household Income



83% Ages 25-44

**Demographics numbers are based on an average of attendance across all Motley Brews events.*



SPONSORSHIP

Market Entry Sponsorships

These sponsors chose to partner with Motley Brews festivals to raise brand awareness around their entry to the Las Vegas marketplace.

- Small Town Brewery
- PT's Brewing Co.
- Modern Times
- Topgolf
- Resqwater
- Beerhaus
- Green Flash/Alpine Beer Co.
- Oskar Blues
- Founders Brewing Co.
- Victory Brewing Co.
- Bunkhouse Saloon

Sponsor Retention and Growth

These sponsors increased their involvement with Motley Brews festivals after their first experience.

- Land Rover
- Whole Foods Market
- PKWY Tavern
- Resqwater
- Zappos.com
- Las Vegas Weekly
- Barefoot Wine & Bubbly
- Small Town Brewery

Current Annual Partners

- Land Rover
- Whole Foods Market
- Zappos.com
- Barefoot Wine & Bubbly
- Resqwater
- Las Vegas Weekly
- PKWY Tavern



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 10'	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						-	-