

# Motley Brews™

EXPERIENTIAL EVENTS

2020 PARTNERSHIP AND SPONSORSHIP





# WHAT IS MOTLEY BREWS?

**Motley Brews** celebrates its 10th Anniversary as a brand dedicated to bringing local community together through food and beverage culture in Las Vegas. The Motley Brews experiential event series consists of three major events that continue to attract an authentic, loyal crowd of over 20,000 local and regional attendees each year.

**Motley Brews** was created in 2010 to bridge the gap between local Las Vegans and once absent entertainment culture on a local level to serve as an alternative to Strip tourism.





#39

NEVADA RANKED

**39TH**

IN 2019

## MARKET STRENGTH & DATA

Expect the designated marketing area to crack the top 30 by 2025 with the addition of professional sports teams and other national attention-garnering media opportunities to include the Las Vegas Raiders, Vegas Golden Knights and potential for major events such as the Super Bowl.



# BRAND AUDIENCE

The Motley Brews Audience is predominantly made of locals looking for an alternative to Las Vegas Strip entertainment. They attend our events for:

## LOCAL SOCIAL INTERACTIVITY

There is a thriving local population that calls Las Vegas home. This audience wants authentic events that bring friends together both new and old.

## EXPERIENTIAL DISCOVERY

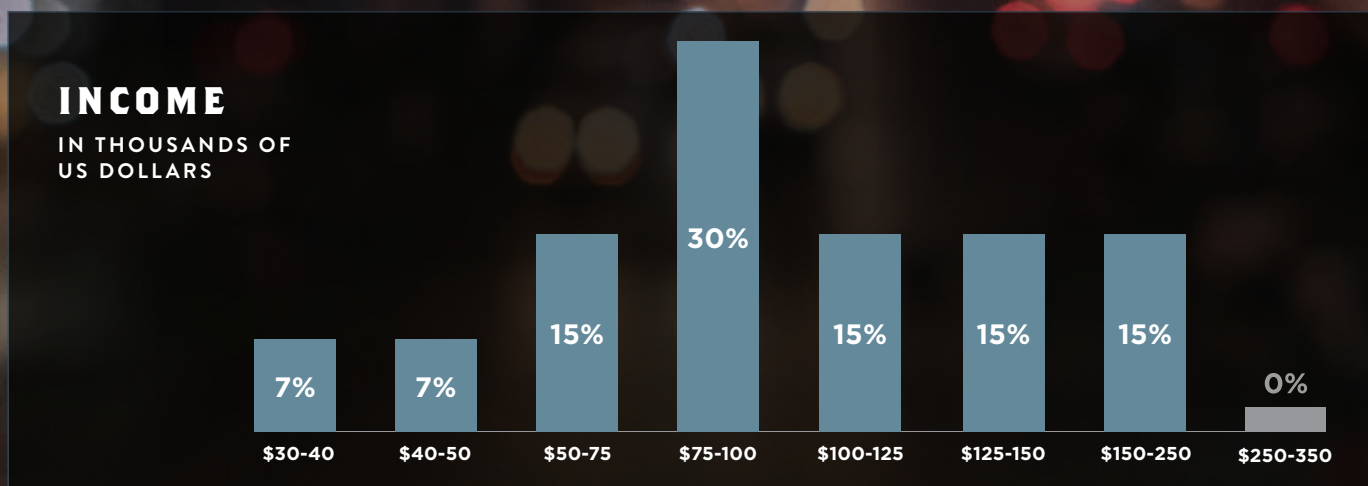
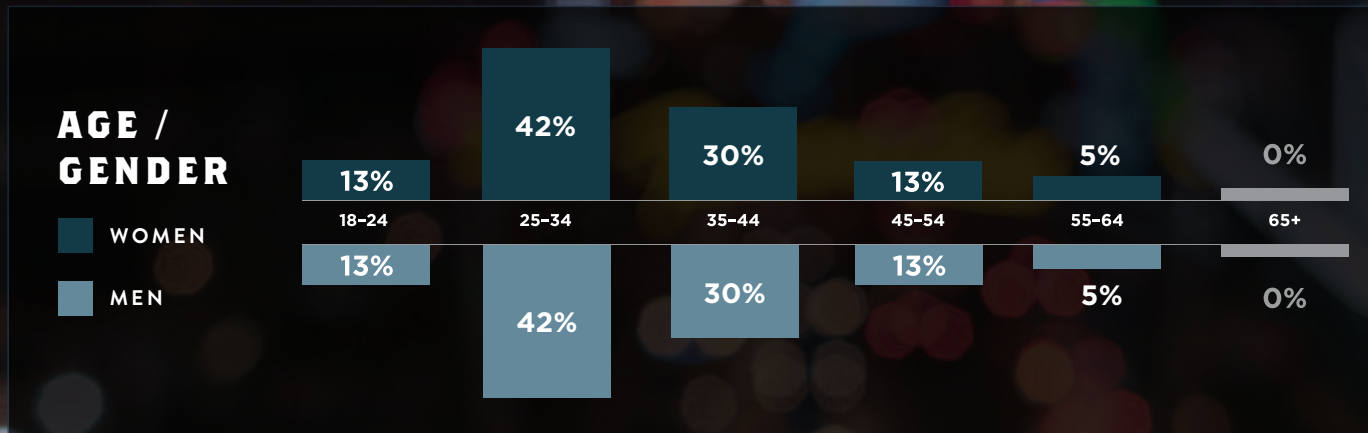
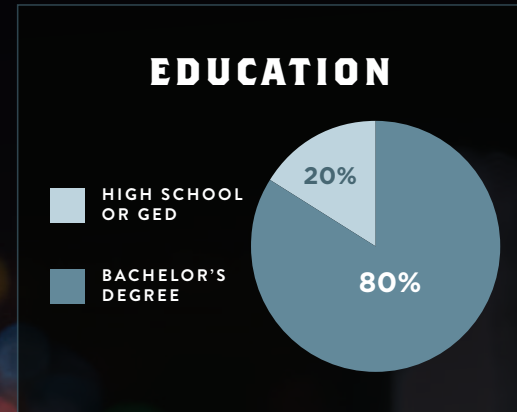
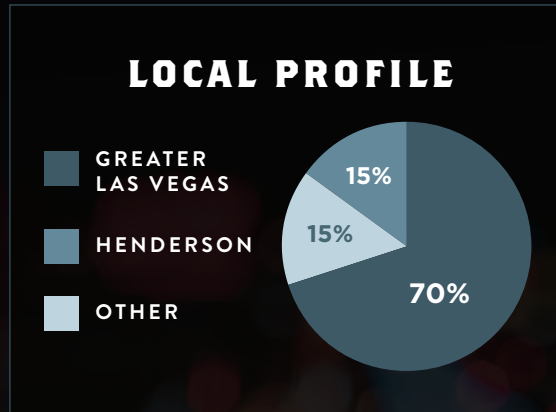
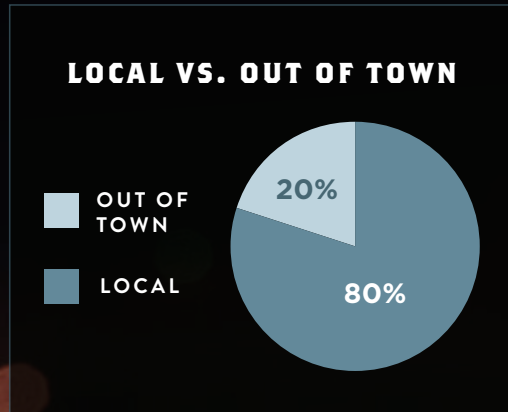
Our audience knows that our events use craft beer as a medium to create new interactive experiences, exceptional culinary creations and highlight emerging musical acts. Our audience is one that wants quality as well.

## PREDICTABLE QUALITY

Motley attendees return to the festival because they can count on the quality of the events. We retain nearly 80% of our guests who will attend at least one of our festivals each year compared to the year before.



# AUDIENCE STATISTICS CHARTS



# AUDIENCE STATISTICS CHARTS

CONTINUED



**24%**

HAVE KIDS AT HOME



**29%**

ARE MARRIED



**67%**

TRAVELED OUTSIDE OF  
HOME CITY IN LAST  
30 DAYS



**65%**

REGULARLY PURCHASE  
CRAFT BEER



**80%**

HAVE ATTENDED A FESTIVAL/  
LIVE EVENT  
IN LAST YEAR



**33%**

VISIT DRINKING  
ESTABLISHMENTS  
REGULARLY



**78%**

ARE HEAVY  
MOBILE DEVICE  
USERS



**HIGH  
PROPORTION**  
OF PROFESSIONAL  
EDUCATORS





**THE EVENTS**

# APRIL 3+4, 2020

ESTABLISHED 2011   
**GREAT VEGAS**

**FESTIVAL OF BEER**

CHEERS TO 10 YEARS 

The Great Vegas Festival of Beer, known simply as “Great Vegas” to locals, celebrates its 10th year traditionally as one of the largest craft beer and culinary events in the nation. With 10,000 attendees each year, Great Vegas continues to push flavor and culture for locals and regional attendees.



FOUNDED IN  
**2011**

AVG ANNUAL GROWTH  
**11%**

SOCIAL IMPRESSIONS  
**3,176,988**

MEDIA IMPRESSIONS  
**134,131,009**

WEB + EMAIL IMPRESSIONS  
**290,454**



ESTABLISHED 2011   
**GREAT VEGAS**

**FESTIVAL OF BEER**

CHEERS TO 10 YEARS 

## EVENTS

There are two different events that make up Great Vegas:

### MAD CRAFT EXPERIENCE

There is a thriving local population that calls Las Vegas home. This audience wants authentic events that bring friends together both new and old.

### GREAT TASTING

Over 400 different beers from 100 breweries are already impressive. Add 30 signature chefs, an incredible VIP area, lots of engaging experiences and over 200,000 SF of “city streets meet green grass” venue and you’ve got the Great Tasting.







# OCTOBER 24, 2020

The 9th Annual Downtown Brew Festival is Las Vegas' iconic fall craft beer, music and culinary festival under the stars.

The Downtown Brew Festival is located in the spectacular backyard-like atmosphere of the Clark County Amphitheater. Highlights include live music in an intimate setting, and incredible culinary options bringing the very best local audience out to celebrate some of the best weather Las Vegas offers.



FOUNDED IN  
**2012**

AVG ANNUAL GROWTH  
**14%**

SOCIAL MEDIA IMPRESSIONS  
**2,045,918**

MEDIA IMPRESSIONS  
**86M+**

WEB/EMAIL IMPRESSIONS  
**254K+**





# JUNE 2020

**Hopped Taco Throwdown** is a triumphant celebration of craft tacos and beer in a secret venue in Las Vegas: the Zappos Backyard located at their fabled headquarters. Vegas' most celebrated chefs/ restaurants from different cuisines collide to compete to win Hopped Taco Champion honors with their version of an epic taco.

Rub elbows with Las Vegas' foodie-centric attendees hosted by one of the most notable brands in the online retail sector while learning about how to "create fun with a little weirdness" Zappos-style.

FOUNDED IN  
**2017**

**4TH ANNUAL EVENT  
OCCURRING  
IN LAS VEGAS**

TOTAL 2018 IMPRESSIONS  
**48,682,891**

SOCIAL MEDIA IMPRESSIONS  
**487,144**

**SPECIALTY  
CULINARY  
MASTERPIECES**



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# **OPPORTUNITIES**

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**HEADLINER SPONSORSHIP  
OPPORTUNITIES**

**EXPERIENTIAL  
BUILDS/ACTIVATIONS**

**FESTIVAL FOOTPRINT  
SPACE**





## TITLE SPONSORSHIP OPPORTUNITIES\*

Become a headliner at our festivals and reach thousands of Las Vegas locals and get the full spotlight. As a Title Sponsor, you will offered perks such as:

**“PRESENTED BY” NAMING RIGHTS**

**SPECIAL CREDENTIALS AND PRIVATE ACCESS AREAS AT EVENTS**

**EXCLUSIVE ACTIVATIONS DESIGNED AND BRANDED TO BE IN-LINE WITH YOUR BRAND AND DESIRED ROI**

\* Please inquire with Brian Chapin at [brian@productiontheory.com](mailto:brian@productiontheory.com) to create a custom title sponsorship to suit your needs.



## DIAMOND SPONSORSHIP (\$25,000)\*

### • EVENT ACTIVATION

- » Up to 30'x30' space at 4/4 Great Tasting w/ custom activation build up to \$5,000 in value
- » Up to 10'x20' space at 4/3 Mad Craft Experience w/ custom activation build up to \$3,000 in value

### • MARKETING (\$10,000 VALUE)

- » Logo on front page of Great Vegas website
- » Detailed listing on Experience page of the festival website
- » Logo on Sponsor page of the festival website

### • ADVERTISING

- » Activation Advertising on Facebook and Instagram
- » Secondary logo advertising on the festival banner on Facebook, Instagram and Google Adwords

### • CREDENTIALS

- » 10 credentials for the Mad Craft Experience on Friday
- » 10 credentials Sponsor Lounge for Saturday's Great Tasting
- » 10 VIP credentials for Saturday's Great Tasting
- » 20 Early Entry credentials for Saturday's Great Tasting

\* if you only wish to participate in Friday or Saturday, please inquire with our team on adjusted pricing.





## **GOLD (\$15,000)\***

### **• EVENT ACTIVATION**

- » Up to 20'x20' space at 4/4 Great Tasting w/ custom activation build up to \$3,000 in value
- » Up to 10'x10' space at 4/3 Mad Craft Experience w/ custom activation build up to \$1,500 in value

### **• MARKETING (\$5,000 VALUE)**

- » Logo on front page of the festival website
- » Detailed listing on Experience page of the festival website
- » Logo on Sponsor page of the festival website

### **• ADVERTISING**

- » Activation Advertising on Facebook and Instagram

### **• CREDENTIALS**

- » 6 credentials for the Mad Craft Experience on Friday
- » 6 credentials Sponsor Lounge for Saturday's Great Tasting
- » 6 VIP credentials for Saturday's Great Tasting
- » 10 Early Entry credentials for Saturday's Great Tasting

\* if you only wish to participate in Friday or Saturday, please inquire with our team on adjusted pricing.

# OTHER OPPORTUNITIES

All packages below include dedicated social media posts to over 50,000 followers and ad spend, as well as inclusion on all email blasts to over 60,000 emails.

## STAGE SPONSORSHIP

### Includes:

- Stage naming rights including digital or print logo on either side of the stage
- 20'x20' footprint for activation

## SILENT DISCO SPONSORSHIP

One of the most popular attractions at our festivals, the Silent Disco is busy the entire time.

### Includes:

- 100 headphones with logo on each side of earpiece
- Bar front with custom logo
- 40'x20' activation area

## CUSTOM SPONSORSHIP

Our team will design an experience catered to your brand (this is most activations at Motley Brews events)



# FESTIVAL SPACE RATE CARD

Please see retail rates for space only at our festivals.  
All annual packages (all three events) are subject to a 10% discount.

FOOTPRINT	GREAT FESTIVAL OF BEER		HOPPED TACO THROWDOWN	DOWNTOWN BREW FESTIVAL
	MAD CRAFT	GREAT TASTING		
10' x 10'	\$1,500	\$2,000	\$1,500	\$1,500
10' x 10' Premium	\$2,000	\$2,500	\$2,000	\$2,000
10' x 20'	\$2,500	\$3,500	\$2,500	\$3,500
20' x 20'	\$4,000	\$5,000	\$3,500	\$5,000
Stage Sponsor	\$5,000	\$10,000	\$3,500	\$10,000
VIP Sponsor	N/A	\$10,000	\$5,000	\$5,000
Spirits Sponsor	\$5,000	\$5,000	\$5,000	\$5,000
Wine Sponsor	\$5,000	\$5,000	\$5,000	\$5,000
Silent Disco	N/A	\$10,000	N/A	\$10,000



# EXPERIENTIAL BUILDS/ ACTIVATIONS

The Motley Brews brand is a subsidiary of Production Theory, our parent experiential live event, build and event rental entity that produces events for some of the most notable brands in the nation. We specialize in decor and specialty build activations and often provide this for our sponsorship clients. Please reach out to us if you need a temporary or semi-permanent build for an event.

Some of the most memorable moments at our festivals are the ones we create with our sponsors. We specialize in fabrication, props and experiential decor and offer turnkey, custom packages for our sponsors.

FOR MORE INFORMATION ABOUT PRODUCTION THEORY  
VISIT [PRODUCTIONTHEORY.COM](http://PRODUCTIONTHEORY.COM)





BUILD EXAMPLE

# POKER CHIP WALL BUILD

Our client desired for a poker chip wall with “falling chips” and sponsor branding front and center.



RENDERED CONCEPT ART



FINAL BUILD



BUILD EXAMPLE

# ZAPPOS- BEER LOVES PRETZEL SCULPTURES

Our client provided the drawing and wanted a festival centerpiece that displayed a pretzel and beer sculpture.



CONCEPT  
ILLUSTRATION



FINAL BUILD



# VENDOR BUILD PACKAGE

We're happy to take the guesswork out of your sponsorship and provide custom activation packages that elevate your brand. We're able to offer reduced rates on packages with items that we already have in inventory:

## 10'X10' CABANA PACKAGE

### Includes:

- 10'x10' premium space at event
- (1) 10'x10' wood frame cabana with sunshade cover
- (1) 6' - 8' custom bar front with optional branding
- (2) 4'x8' backwalls w/ optional branding

Cost: \$2,500 - \$4,000+

## 20'X20' CABANA PACKAGE

### Includes:

- 20'x20' premium space at event
- (1) 20'x20' wood frame cabana with sunshade cover
- (2) 6' - 8' custom bar front with optional branding
- (4) 4'x8' backwalls w/ optional branding

Cost: \$5,500 - \$8,500+



*Motley Brews*™



PRODUCTION  
**THEORY**

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**CONNECT**  
FOR MORE INFORMATION

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For more information please write to  
[partnerup@productiontheory.com](mailto:partnerup@productiontheory.com)  
or call Laura Wood at (760) 702-2849