



COMMUNITY

# CRAFT BEER FESTIVAL

2020 Newmarket Craft Beer Winter Festival

Sponsorship Package



# BECOME A SPONSOR

The Newmarket Craft Beer Festival offers sponsorship opportunities that are tailor-made to fit your company, partnership, marketing and brand activation objectives and budget.

## WHO

Newmarket Craft Beer Festival, now in its third year, is a festival dedicated to promoting excellence in craft beer and culinary arts.

We are excited to announce our first ever WINTER Edition of the festival. This festival will feature an indoor / outdoor two day event featuring your favorite local craft breweries, wineries, spirits, food vendors, live music, merchandise vendors, and winter activities.

## WHAT

Newmarket Craft Beer Winter Festival

## WHEN

Feb 28th: 6PM - 10PM - VIP Opening Night  
(Limited tickets available. Industry, trade & industry for free)

Feb 29th: 12PM - 9PM  
Newmarket Craft Beer Winter Festival

## WHERE

Newmarket Riverwalk Commons and Newmarket Community Centre & Lions Hall  
(200 Doug Duncan Drive)

### OUTDOOR ACTIVITIES FREE TO THE PUBLIC

- Free Public Skating
- Outdoor fire Pit & DIY Smore Station
- Festival Lounge featuring a variety of Breweries and Beverage Vendors
- Food Vendors

### INDOOR ACTIVITIES \$10.00 ENTRY FEE

- Hall 1/2/3/4
- Breweries & Beverage Vendors
- Food Vendors
- Live Music
- Merchandise Vendors



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## AUDIENCE

Our audience is comprised of the following demographics; a 59/41 male/female ratio, that is aged 22 - 55, with a brand consciousness, who go out regularly and who help to influence overall trend.

- Enhance your image and shape consumer attitudes
- Heighten your visibility through positive publicity
- Differentiate yourself from the competitors
- Market your brand to core consumers
- Increase brand awareness and brand loyalty
- Take advantage of the extensive media awareness
- Take advantage of exposure to a wide demographic, locally to the 905 area.
- Bring your brand to life through a memorable brand association activation



## OUR GOALS

- Craft beer enthusiasts from the GTA
- Local culinary enthusiasts
- Families with collective income of \$100,000
- Existing audience of 5000+ which have attended Newmarket Craft Beer Festival in the past



# MARKETING INCENTIVES

"I was very impressed with the turnout of the festival" -  
Jonathan from BullsEye Axe Throwing.  
2019 Summer Sponsor,

- Social media campaign
- Local advertising through participating partners
- Main Street and surrounding area restaurant and BIA member advertising
- Community events advertising
- Participating breweries outreach
- Town and partner support and marketing
- Beer lover group package
- Contests, giveaways and promotions
- Digital Posters and marketing



## MANY WAYS TO GET INVOLVED!

- Become an events vendor
- Become an events sponsor
- Marketing and media partner
- Advertising opportunities on website
- In kind product donations
- Swag donation, purchase incentives and giveaways
- Vendor opportunities
- Brand activation onsite
- Contest giveaways
- Sampling
- Demos





## BENEFITS OF SPONSORSHIP

Take advantage of the extensive media and communications campaign we've put together in conjunction with our media partners

Receive the option of sponsoring certain components of the event to increase your individual brand

Booth space is also available for marketing purposes and onsite activations opportunities are available

Event passes for distribution to key customers, clients and employees  
- enhancing relationship and building loyalty

Custom event activations which engage with customers with more tangible results.

# SPONSORSHIP OPPORTUNITIES

## TITLE SPONSORSHIP: \$10,000

(exclusive opportunity)

Title sponsorship of the festival is an exclusive branding opportunity to position yourself as the title and presenting sponsor of the event. The title sponsor will hold name position of the event ex. CIBC Newmarket Craft Beer Festival

## SPONSOR BENEFITS

- Title sponsor of the event
- 10x10 foot activation space at the event
- Logo on Token Mobile website
- Logo and link on event website
- Banner signage into entrance
- Banner signage around festival fencing
- Logo on staff t-shirts
- 40 2-days festival pass (Friday and Saturday free entry)
- First right of refusal for future branded festivals
- Title, logo and named sponsorship on marketing materials
- Title, logo and named sponsorship on all media initiatives
- Dedicated press release





## ENTERTAINMENT SPONSORS: \$3,500

(2 opportunities available- Indoor and Outdoor Stage)

Main Stage will feature live entertainment all day such as DJ Sean Listro, live band, emcee and acoustic artists all day.

## SPONSOR BENEFITS

- Title sponsor of main stage
- Additional 10x10 foot activation space at event
- Banner/Logo on Token Mobile website
- Logo and link on event website
- 15 2-days festival pass (Friday and Saturday free entry)
- Opportunity to introduce artists on main stage
- Mention of sponsorship on main stage scripting

**Note: Title sponsor is entitled to one banner on stage**



## SPONSOR BENEFITS:

- Logo on photos that are sent through social media
- Custom backdrop
- Signage at the photo booth
- Logo and link on event website
- Custom hashtag for social media
- Logo on event signage and marketing materials
- 2x2-day festival pass (Friday and Saturday free entry)

## PHOTO ACTIVATION: \$2,500

(exclusive opportunity)

## CULINARY LEARNING ACTIVATION

### PARTNER: \$2,500

(5 opportunities)

- Utilized for a culinary learning experience.
- This could be ticketed or not ticketed within the event.
- This could be hold on Friday or Saturday portion of the event
- This must include a demo or learning component for our attendees
- The room can be designed and setup as desired by sponsor.

## SPONSORSHIP BENEFITS:

- Dedicated Hall at the event
- Tables and chairs are required
- Basic sound system and microphones
- Logo and link on website with culinary activation description
- Logo on event signage and marketing materials
- Dedicated social media promotion
- 1x free 5x5 vendor booth on Friday and Saturday. *\*Vendor booth rules apply. Tables and chairs not included*
- Opportunity to partner with a craft beer company for complementary pairings
- Logo on Token website
- Dedicated press release
- 4 2-day festival pass  
(Friday and Saturday free entry)



### CAPACITY

Hall 3 - 60 attendees  
Hall 4- 80 attendees

### FRIDAY NIGHT SCHEDULE

- Hall 3- 6:30-7:30pm
- Hall 4- 6:00-7:00pm

### SATURDAY SCHEDULE

- Hall 3- 12:00-1:00pm
- Hall 4- 1:00-2:00pm
- Hall 3- 2:00-3:00pm
- Hall 4- 3:00-4:00pm
- Hall 3- 4:00-5:00pm
- Hall 4- 5:00-6:00pm
- Hall 3- 6:00-7:00pm
- Hall 4- 7:00-8:00pm





## AUTO SPONSOR: \$1,500

### SPONSOR BENEFITS:

- Use of logo as a partner
- Logo on event website with link to sponsor website
- Logo on event signage
- 10x2-day festival pass (Friday and Saturday free entry)
- Dedicated spaces for up to 1 vehicle in the outdoor space

## PRIVATE/CORPORATE (VIP STYLE) BOOTH: \$500

An exclusive area for you and your VIP guests to sit and relax and receive VIP treatment. VIP booths included a 10x10 private area with seating.

### SPONSOR BENEFITS:

- 1 10x10 space along with signage provided (or option for you to provide your own branded tent)
- Roped off area with signage
- 10 chairs or 2 couches
- Logo and link on event website
- 10 2-day festival pass (Friday and Saturday free entry)

## **FIRE PIT LOUNGE \$800**

(exclusive opportunity) Official sponsor of the fire pit lounge area which provides a cozy, warm outdoor seating area.

### **SPONSOR BENEFITS:**

- Decaled logo on outdoor chairs
- Logo on lounge signage
- Opportunity to display business cards or flyers
- 4x2-day festival pass (Friday and Saturday free entry)
- Logo and link on event website

## **COMMUNITY PARTNER:\$1000**

### **SPONSOR BENEFITS:**

- 10x10 foot activation space at the event
- One dedicated social media post on Newmarket Craft Beer Festival Facebook and Instagram
- Use of logo as a partner
- Logo on event website with link to sponsor website
- Logo on event signage
- 10x2-day festival pass (Friday and Saturday free entry)

## **KIDS ZONE (3 OPPORTUNITIES) \$500**

Select your choice of inflatable or Kids Winter Craft Zone

### **SPONSOR BENEFITS:**

- Logo on activation signage
- Logo and link on website
- 2x 2-day festival pass (Friday and Saturday free)

## **FRIENDS OF THE FESTIVAL: \$500**

### **SPONSOR BENEFITS:**

- 1x8 foot table
- Use of logo as a partner
- Logo on event website
- Logo on event signage
- 4 x 2-day festival pass (Friday and Saturday free entry)

## **GIANT GAME SPONSORS: \$500**

(3 opportunities)

Select of choice of Chess, Jenga or Connect 4

### **SPONSOR BENEFITS:**

- Logo on activation signage (i.e: Banner)
- Logo and link on website
- 2x2-day festival pass (Friday and Saturday free entry)



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# IN-KIND OPPORTUNITIES

FREE OPPORTUNITIES (any costs associated must be assumed by sponsor)

- Water
- Volunteer Food & Beverage
- Marketing
- Staffing
- CO2
- Door prizes
- Contest Incentives
- Social Media giveaways
- Entertainment Gifting

## SPONSOR BENEFITS:

- 1x8 foot tables at the event (based on in-kind value)
- Use of the logo as a partner
- Logo on event website with link to sponsor website
- Logo on event signage
- Branding activation (logo) on in-kind sponsorship
- 2x2-day festival pass (Friday and Saturday free entry)



# WAYS TO HELP PROMOTE THE EVENT

"Like" the Craft Beer Facebook page: @newmarketcraftbeerfestival

Follow us on Instagram: @newmarketcraftbeerfestival

Follow us in Twitter: @Community\_Beer

Include in emails to your website

Post on your website

Talk it up with staff, friends and family

## 2019 SPONSORS



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# 2018 SPONSORS



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