



12th Annual Blues & Brews Festival
July 14 & 15, 2023 | Pleasant Hill Park

Sponsorships

bluesandbrewsfestival.com

Hi!

Thank you for your interest in sponsoring Pleasant Hill Recreation & Park District's 12th Annual Blues & Brew Festival. We've got lots of great sponsorships to meet your community outreach goals. See below.

Check the box next to the sponsorship of your choice and complete the form on page 2.

Email completed form (and logo) to Sheila Cotruvo at scotruvo@pleasanthillrec.com. Form due 5/31

If you don't see a sponsorship that fits quite right, please contact Sheila Cotruvo at (925) 890-3097.

LOGO POWER! All sponsorships include logo recognition on event website, bluesandbrewsfestival.com and on other marketing media as specified in individual sponsorships. **Please submit hi-res logo with form.**

MOST POPULAR

Community Booth Sponsor (10 available) | \$800 (Fri/Sat) | \$700 (Fri only)

- 10' x 10' space to set up promotion booth in main festival area (BYO logo canopy & table)
- Logo recognition on large banner in prime viewing position (across lower stage)
- Distribute information only (no sales or consumable product samples allowed)

Beer Garden Booth Sponsor (4 available) | \$1,000

- Your banner placed in Beer Garden to maximize visibility (sponsor supplies banner)
- Pour craft beer at sponsor beer booth inside tent and mingle with guests (limited to 4 reps)
- 4 General Admission craft beer tasting tickets on Saturday (Value: \$260)

MAX IMPACT

Premiere Festival Sponsor (2 available) | \$5,000

- Sponsorship logo recognition on all event print materials and in multi-channel digital promotions including event website (www.bluesandbluesfestival.com) with direct links to sponsor website
- Stage Announcer "shout out" to recognize premiere status sponsorship (both days)
- Opportunity to personally introduce headliner band on Saturday evening
- Your feather flags and/or banner prominently displayed at event (sponsor supplies banner)
- 10' x 10' premiere space to set up promotion booth in vendor area (supply own canopy & table)
- 4 V.I.P. craft beer tasting tickets on Saturday (Value \$340)

Stage Sponsor (1 available) | \$4,000

- Large sponsorship banner backdrop displayed prominently on stage behind bands to maximize visibility in all event photo and videos. Watch 2022 video: <https://youtu.be/DEZm9YXhJx0>
- Introduce band on Friday evening at pre-party
- 10' x 10' space to set up promotion booth in vendor area (supply own canopy & table)
- 2 V.I.P. + 2 General Admission craft beer tasting tickets on Saturday (Value \$300)

V.I.P. Experience Sponsor (1 available) | \$3,000

- Your banner prominently displayed inside beer garden (sponsor supplies banner)
- 6' x 6' area inside beer garden area to distribute info (no sales) and mingle with V.I.P. guests.
- Sponsor logo incorporated into new photo op "booth"
- 4 V.I.P. craft beer tasting tickets on Saturday (Value: \$340)

EXTRA COOL

V.I.P. Keep Cool Customized Merch (1 available) | \$2,500

- Your logo on special commemorative custom merch (TBD) for V.I.P. guests only (we supply)
- Banner displayed inside beer garden (sponsor supplies banner)
- 2 V.I.P. craft beer tasting tickets on Saturday (Value: \$170)

Beer Tasting Glass Sponsor (1 available) | \$1,500

- Logo will appear on complimentary 5 oz. beer tasting glasses for brew tasting ticketholders
- 2 General Admission craft beer tasting tickets on Saturday (Value: \$130)

Cool Down/Misting Tent Sponsor (1 out of 2 available) | \$1,500

- Your banner displayed at cool down/misting tent
- 10' x 10' space to set up promotion booth in vendor area (supply own canopy & table)
- 2 General Admission craft beer tasting tickets on Saturday (Value: \$130)

SOLD SPONSORSHIPS

Kidzone Sponsorship (2 available) | \$3,000 (SOLD)

- Your sponsorship banner displayed prominently above Kidzone entrance to maximize visibility
- Sponsorship recognition with logo on event website
- 10' x 10' space to set up promotion booth in Kidzone area (supply own canopy & table)

Wine Glass Sponsor (1 available) | \$1,000 (SOLD)

- Logo on special commemorative wine glasses distributed on Friday night
- Banner displayed inside single-pour wine booth (sponsor supplies banner)
- 2 General Admission craft beer tasting tickets on Saturday (Value: \$130)

2023 BLUES & BREWS FESTIVAL SPONSORSHIP AGREEMENT (A fillable PDF form)

The following company agrees to sponsor the Blues & Brews 2023 sponsorship opportunity checked above.

Amount of Sponsorship: \$

Company Name:

Contact Name:

Email:

Phone:

Day of Event Phone (if different):

PAYMENT INFORMATION

Please make checks payable to **Pleasant Hill Recreation & Park District**

Mail Check to: Attn: Special Events | Pleasant Hill Rec & Park District | 147 Gregory Lane, Pleasant Hill, CA 94523

Check #

Want to pay by Credit Card? Provide info below or call Pleasant Hill Rec & Park at (925) 682-0896 (M-F, 9 am-5 pm).

Type of Credit Card: VISA MC AMEX Credit Card Number:

Name on Card: Expiration Date:

Authorized Company Representative Signature:

Date Received: Date Payment Received:

