

SPONSORSHIP PACKET

10th Annual
**NEW MEXICO
BREW FEST**

Saturday, October 12, 2019

EXPO NEW MEXICO



nmbrewfest.com

NEW MEXICO BREW FEST

NEW MEXICO CRAFT CULTURE

NEW MEXICO HAS EVOLVED into one of the top craft beer states in America, and nowhere is this more apparent than at the annual **NEW MEXICO BREW FEST**, founded in 2010.

This lively and well-attended fall festival has grown to become an annual favorite for discerning beer enthusiasts. It has been ranked as one of the top 10 fall beer fests by *Fox* and the top 5 by *Accuweather* and features more than 20 of the best local breweries, delicious offerings from local food trucks, local live music, wonderful people and perfect weather. NMBF will be held on **SATURDAY, OCTOBER 12** at **EXPO NEW MEXICO**.



Festival Highlights

- THOUSANDS OF CRAFT BEER ENTHUSIASTS
- 20+ LOCAL CRAFT BREWERIES
- REGIONAL BREWERIES
- 120+ BEERS ON TAP
- LIVE LOCAL MUSIC LINEUP
- UNIQUE LOCAL FOOD TRUCKS
- OUTDOOR GAMES
- SPRAWLING OUTDOOR PICNIC-STYLE VENUE
- FREE BIKE VALET SERVICE



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FESTIVAL MARKETING & PROMOTIONS

New Mexico Brew Fest was founded by seasoned marketing and media professionals (who are also craft beer lovers) with an appreciation for the value of branding. It's why we invest heavily in promoting the festival in a variety of media outlets and promote our dedicated sponsors along the way.

RADIO

- Week-long radio buy with Clear Channel stations 94.1 FM and 104.1 FM (30 second ads, plus six on-air interviews with select brewers and sponsors)
- Additional 30 second spots on other local channels

PRINT

- Ad buys in multiple print outlets
- 15,000 strategically-distributed flyers
- Full-color posters at New Mexico breweries and businesses
- Press releases that generate earned media

TV

- TV interviews and mentions on a variety of local stations
- Purchased air time on local morning shows

WEB

- Heavy social media presence (Facebook, Twitter, Instagram, etc.)
- Targeted Facebook ad awareness campaign during the three months leading up to the festival

OUTDOOR BILLBOARDS

- Top level sponsors will be included in outdoor billboards, digital boards and Albuquerque Trolley banners



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TITLE SPONSOR — \$7,500

Showcase your company in front of thousands at New Mexico's favorite craft beer festival!

INCLUDES YOUR BUSINESS NAME as the presenting sponsor.

YOUR NAME & LOGO ON all print ads, posters, flyers and billboards leading up to the festival. Print ads will feature your logo and expand to include a more detailed description of your sponsored area onsite at the festival (previous year's promotional materials available upon request).

TELEVISION INTERVIEWS will include mentions of your business and your participation in the festival.

FESTIVAL POSTERS/POSTCARDS will feature your logo, other sponsor locations and all local breweries. NMBF street team will strategically distribute posters across the city and state.

RADIO ADS will feature your business name as presenting sponsor in radio ads and in-studio interviews.

YOUR BUSINESS NAME listed as title sponsor on all NMBF tickets.

In the month of September, we would like to offer discounted tickets only available at your business. This promotion will be supported in advertisements.

NMBF PROVIDES:

- 20 Early entry tickets
- 20 General admission tickets
- 10 parking passes
- 20 official NMBF T-shirts
- 20 commemorative glasses

ADDED VALUE TO PREMIUM SPONSORSHIP

IN-STORE BEER TASTING:

NMBF can help promote your business by organizing an in-store tasting, a restaurant beer dinner or a tap takeover with a local brewery. We will coordinate with distributors or packaging brewers to provide product and promotion to drive customers to your door.

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NEW MEXICO BREW FEST

STAGE SPONSOR

\$3,500

WITH THIS HIGH PROFILE SPONSORSHIP, your company will receive high billing on all print media and advertising, mentions in radio ads and radio/TV appearances.

ON THE DAY OF THE FESTIVAL:

- Your brand will be featured on stage banners
- Mentions on stage during band introductions
- 20 tickets
- 10 parking passes
- 10 official NMBF T-shirts
- 10 commemorative glasses
- Additional sponsor benefits can be tailored to your marketing and advertising needs upon request.

GLASS SPONSOR

\$1,500-\$2,500

SPONSORING THE OFFICIAL

NM Brew Fest 6 glass gets your logo on 1,000 glasses for \$1,500 or 2,500 glasses for \$3,000. Your company logo will be featured along with the NMBF logo on the opposite side.

T-SHIRT SPONSOR

\$1,000

OFFICIAL NMBF T-SHIRTS ARE HIGHLY COVETED, and with this sponsorship, you can add your company logo and message on the back of the shirt (300 total), which will continue to promote your brand long after the festival is over. Sponsor will also receive 20 t-shirts.

BEER PONG SPONSOR

\$750

THIS IS A VERY UNIQUE and interactive approach to promoting your business. Giant Beer Pong is played with a volleyball and large rubber trash cans, which will all be branded with your logo, banners and marketing materials. This extremely popular festival highlight is sure to make an impact on all who play the game on the day of the festival.



10TH ANNUAL NUMEX BREW FEST

CONTACT US

FOUNDER

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HANDCRAFT YOUR OWN SPONSORSHIP!

THE NMBF STAFF LOVES TO ENTERTAIN creative approaches to sponsorships of the festival. Please call your sales representative to discuss your ideas or call for an on-site meeting to walk the festival grounds and brainstorm unique concepts.

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BIKE VALET SPONSOR

\$750

THE BIKE VALET OFFERS A PREMIUM BOOTH location with guaranteed traffic and highly targeted audience. This festival has been a popular destination for cyclists with more than 200 individuals utilizing the space each year. Bikes and beer are excellent partners, so we are sure to put a brewery next to the entry of the corral.



FESTIVAL BOOTH

\$500

SHOWCASE YOUR COMPANY to

thousands of festival attendees. With this sponsorship, you will be given space to set up a 10'x10' booth space, create a drawing for a giveaway or raffle, provide literature, signage, sell merchandise and otherwise reach NMBF's highly desirable demographic.



- 10 x 10 booth space in a central location of the festival (sponsor to provide tent, tables, chairs, branding, marketing materials)
- 4 staff badges and 2 parking passes
- 4 general admission "friends and family" passes
- Option to distribute marketing materials, giveaways and premiums
- Logo and link on NMBrewfest.com
- Access to power as needed
- If selling any product/merchandise an additional \$100 vendor fee will be assessed

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