

2024 SPONSORSHIPS

8TH ANNUAL CRAFT BEER FESTIVAL * HAYS, KS

JUNE 15, 2024

DOWNTOWN HAYS 3:30 - 8:00 PM



PREMIER SPONSORSHIPS:

All premier sponsors receive the following benefits in addition to those listed for each category:

- Logo/Company Name on all radio ads, website & social media marketing
- Banner recognition at the event - (Main Event banner plus individual banner for each category)

GOLDEN STEIN SPONSOR \$3,000	VIP LOUNGE SPONSOR \$2,500	GLASSWARE SPONSOR \$2,500	TENT SPONSOR \$1,500	MERCHANDISE SPONSOR \$1,500
<ul style="list-style-type: none">• PRESENTING SPONSOR TITLE in all advertising• Logo placement on pilsner glasses• 6 VIP or 12 GA Tickets (\$600 value)	<ul style="list-style-type: none">• Logo item for all VIP ticket holders• Banner displayed on VIP tent• 4 VIP or 8 GA tickets (\$400 value)	<ul style="list-style-type: none">• Logo placement on all tasting glasses• 4 VIP or 8 GA tickets (\$400 value)	<ul style="list-style-type: none">• Banner displayed on event tent• 3 VIP or 6 GA tickets (\$300 value)	<ul style="list-style-type: none">• Banner displayed on Merch tent• 3 VIP or 6 GA tickets (\$300 value)

ADDITIONAL SPONSORSHIPS:

All additional sponsors receive the following benefits in addition to those listed for each category:

- Logo/Company Name on website & social media marketing
- Banner recognition at the event (Main Event Banner)

WRISTBAND SPONSOR - \$750
• Logo on all event wristbands; 2 VIP or 4 GA tickets (\$200 value)

KOOZIE LANYARD SPONSOR - \$750
• Logo on 150+ koozie lanyards; 2 VIP or 4 GA tickets (\$200 value)

MAP/APP SPONSOR - \$750
• Logo on app opening; 2 VIP or 4 GA tickets (\$200 value)

GUEST SERVICES SPONSOR - \$750
• Logo banner on Guest Services Tent; 2 VIP or 4 GA tickets (\$200 value)

LODGING SPONSOR - \$750
• Promotion as choice lodging for guests & brewers; 2 VIP or 4 GA tickets (\$200 value)

PITCHER SPONSOR - \$600
• Logo on all event pouring pitchers & buckets; 4 GA tickets (\$200 value)

EVENT SPONSOR - \$300
• 2 GA tickets (\$100 value)

IT'S TIME TO RAISE A GLASS



VIP LOUNGE
MUSIC
FOOD VENDORS

- THE DEADLINE TO COMMIT TO ALL PREMIER SPONSORSHIPS IS MARCH 29. TICKET SALES BEGIN APRIL 1.
- FOR ALL OTHER SPONSORSHIPS, THE DEADLINE IS MAY 17.
- All sponsors will be allowed to purchase *additional* GA tickets before ticket sales begin.
- All sponsors are allowed to place promotional items inside the welcome bags that will be distributed to our incoming brewers. Items must be in the office no later than May 31 to be included.

Please mark sponsorship level on front page and complete the following:

Cash amount: _____ Invoice Me: _____

Check is enclosed - payable to DHDC: _____

In-kind donation

(please describe): _____

Contact Name

(please print): _____

Sponsor Name

(to appear in advertising): _____

(Please advise if you DO NOT wish to be included in advertising.)

Address: _____

Phone Number: _____ **Email:** _____

____ Yes, I would like to purchase _____ additional GA tickets.

____ Yes, I would like to include promotional items in the brewer's welcome bags. (30 items)

I agree to sponsor the 2024 Brews on the Bricks Craft Beer Festival at the sponsorship level indicated above. I understand that by sponsoring, my business will receive the benefits associated with the corresponding level of sponsorship. I will electronically submit my business logo in a vector format, preferably an EPS file to DHDC@Downtownhays.com, which will be used for advertising purposes.

Authorized Signature: _____ **Date:** _____

PLEASE RETURN TO:

Downtown Hays Development Corporation, 1200 Main Street, Suite 102, Hays, KS 67601
Questions?? Contact DHDC at 785-621-4171 or dhdc@downtownhays.com