



2017 Sponsorship Opportunities

TOAST THE COAST at the 7th Annual Brewers Fest!

**Saturday, October 14th, 1-7 pm
Weko Beach, Bridgman, Michigan**

The Greater Bridgman Area Chamber of Commerce and Growth Alliance (CGA) invites you to the Weko Beach Brew Fest - Southwest Michigan's largest craft beer festival. This event is a showcase of unique and diverse craft brews produced by Michigan brewers. Live music and fantastic food enhance the scene as you raise your beer and "Toast the Coast!" under a "Big-Top Tent" overlooking beautiful Weko Beach.

- Date & Time:** Saturday, October 14th from 1 pm to 7 pm
- Media Partner:** Midwest Family Broadcasting
- Marketing Partners:** Southwest Michigan Tourist Council and Holt-Bosse
- Beverages:** Over 80 different brews from 22+ breweries, plus a limited wine selection
- Food:** Classic Catering, Lake Street Eats, and other providers
- Entry:** \$25 in advance, \$35 at door.
Includes 12 tasting tickets, free parking & shuttle, and free sunset
- Attendance:** 2000+

Sponsorship Agreement

We are excited to work with you and help promote your business!

Sponsorship Category (select from page 2)

Printed Name and Company

Signature

Form can be emailed or mailed. We accept checks payable to CGA or contact our office to arrange credit card payment.

CGA
PO Box 871, Bridgman
MI 49106
director@lake2grapes.com
269-465-4413
Tax Exempt Number: 20-4154224

Weko Beach Brewer's Fest Sponsor Categories

Stage Sponsor - \$5,000

- Stage Sponsor - Category Exclusivity
- 20 Complimentary tickets for the Festival
- Opportunity to have a representative introduce festival entertainment
- Radio promotion with event radio sponsor
- Opportunity to have a representative introduce festival entertainment
- Opportunity to set up a booth and/or distribute promotional material during festival
- Corporate Signage on Stage and locations throughout festival site
- Logo on event flyers (5,000), distributed in area bars, restaurants, businesses
- Logo on event posters (200), distributed in area bars, restaurants, businesses
- Placement on the fest website and hyperlinked to your homepage
- Inclusion in extensive PR campaign to local, regional and national media
- Logo inclusion in advertising campaign, posters, flyers, web site, social media

Major Sponsor - \$2,500

- Major Sponsor designation
- 10 Complimentary tickets for the Festival
- Opportunity to set up a booth and/or distribute promotional material during festival
- Corporate Signage on locations throughout festival site
- Logo on event flyers (5,000), distributed in area bars, restaurants, businesses
- Logo on event posters (200), distributed in area bars, restaurants, businesses
- Placement on the fest website and hyperlinked to your homepage
- Logo inclusion in advertising campaign, posters, flyers, web site, social media

Community Sponsor - \$1,500

- 5 Complimentary tickets for the Festival
- Opportunity to distribute promotional material during festival
- Corporate Signage on locations throughout festival site
- Logo inclusion on advertising campaign, web site, social media