

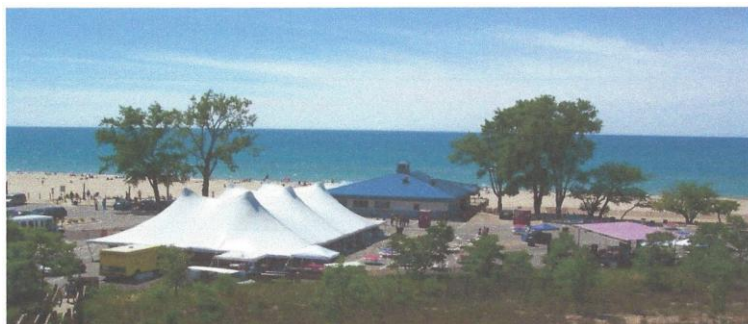


# 2016 Sponsorship Opportunities

TOAST THE COAST at the 7th Annual Brewers Fest!

Saturday, October 29th, 1-7 pm

Weko Beach, Bridgman, Michigan



It's no secret that Michigan is home to great breweries and picturesque beaches. Combining the best of both, the Greater Bridgman Area Chamber of Commerce and Growth Alliance invites you to a relaxing fall day on a pristine beach to savor award-winning Michigan beers that are as spectacular as the sunsets. This Festival is Southwest Michigan's largest craft beer festival and a showcase event to sample wonderful locally-produced Michigan craft beers. Live music and fantastic food enhance the scene as you raise your beer mug and 'toast the coast' on Saturday, October 29th from 1 pm to 7 pm, under a "Big-Top Tent" overlooking beautiful Weko Beach.

Over 3000 attendees flock from Southwest Michigan, South Bend, Valparaiso, Chicago, Indianapolis, Kalamazoo, Grand Rapid, Detroit, Michigan, Toledo, Columbus, and Cincinnati. Most attendees are 25-54 years old with 55/45 male/female mix. Admission is \$25 in advance, \$35 at the door, with 15 tasting tickets.

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## Sponsorship Agreement

Congratulations, you are a sponsor of the Weko Beach Brewers Festival!  
We are excited to work with you and market your business, brand or product.

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Sponsorship Category (select from page 2 )

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Printed Name and Company

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Signature

Contact info: Calli Berg, Greater Bridgman Area Chamber & Growth Alliance (CGA),  
[director@lake2grapes.com](mailto:director@lake2grapes.com)

Remit Instructions: Due by August 31, 2016

Payable to: CGA, PO Box 871, Bridgman, MI 49106

# Weko Beach Brewer's Fest Sponsor Categories

## Live Music Stage Sponsor - \$5,000

- "Your Brand" as Stage Sponsor -Category Exclusivity
- 20 Complimentary tickets for the Festival
- 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

- "Your Brand" included as Major Sponsor
- 10 Complimentary tickets for the Festival
- Opportunity to set up a booth and/or distribute promotional material during festival
- Corporate Sign age 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 - \$1,000

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